

# AMERICAN NURSERYMAN

## AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. XLIX No. 3

FEBRUARY 1, 1929

Per Copy 20c

### PAINESVILLE NURSERIES

**F**EBRUARY is an excellent month for "figgering," and making preparation for Spring business. Our January bookings were very encouraging; let the good work go on.

We are well set for Spring—our offerings exceptionally complete. From time to time we shall display certain specific items of stock, which are prominent or in special supply. We want you to take for granted, however, our accustomed complete line and quantity production in every department.

**TREES** **PERENNIALS** **SHRUBS**  
**ROSES** **PLANTS**  
**FRUITS** **SEEDS**

Just now we are booking heavy advance orders by special quotation. It will be distinctly to your advantage to cover early, profiting by these early special prices. We solicit your Want Lists, engaging prompt reply and interesting figures.



### Watch this Bulletin FOR SPECIAL FEATURES FEB. 1, 1929

ROSE—Frau Karl Druschki ..... No. 1, No. 1 1/2  
George Arends ..... " "  
Magna Charta ..... " "  
Mrs. J. H. Laing ..... " "  
Paul Neyron ..... " "  
Dorothy Perkins ..... No. 1, No. 2  
Eugene Jacquet ..... " "  
Excelsa ..... " "  
Gruss an Teplitz ..... " "  
Francis Scott Key ..... No. 1 1/2, No. 2  
Radiance ..... " "  
Red Radiance ..... " "  
Wilhelm Kordes ..... " "

CARYOPTERIS (Blue Spirea) ..... No. 1, Med.  
DEUTZIA GRACILIS ..... 15/18, 18/24  
LILAC VILLOSA ..... 2-3, 3-4  
" VULGARIS (Purple) ..... 1 1/2-2, 2-3  
SNOWBERRY (White) ..... 2-3, 3-4  
SPIREA ANTHONY WATERER ..... 1 1/2-2, ...  
BECHTEL'S CRAB ..... 3-4, 4-5  
CAMPERDOWN ELM ..... 1 yr., 2 yr.  
ENGLISH FILBERT ..... 2-3, 3-4, 4-5  
NORWAY MAPLE ..... 6-8, 8-10, 1 1/4 in.  
LOMBARDY POPLAR ..... 8-10, 10-12, 1 1/2 in.  
ROSE-ACACIA (Topworked) ..... 2-3, 3-4, 4-5

SINCE 1854

THE STORRS & HARRISON CO.

"Painesville Nurseries"

PAINESVILLE, Lake County, OHIO

39 STATE ST.



ROCHESTER, N. Y.

American Fruits Publishing Co.



*"New York  
State Grown"*

**NURSERY STOCK**  
FRUITS  
ORNAMENTALS  
ROSES  
EVERGREENS

Send for  
Price List

**W. & T. Smith Co.**  
Geneva, N.Y.  
Organized in 1846  
1000 Acres  
in 1928



This Mark  
On a Shipment  
of  
Nursery Stock  
Insures  
Its Quality



Learn to  
Depend  
Upon Us  
for  
Your Every  
Nursery Need.

## It Won't Be Long Now!

Already gardens and improvements to grounds are being planned. Soon the Nurseryman will be asked to supply the needed stock.

### WILL YOU BE READY?

Right now the forward thinking Nurseryman should anticipate his needs and place his order for Spring nursery stock. May we suggest that you turn to Mount Arbor to fill your needs? We have a complete line of fine healthy stock, and it is ready for immediate shipment. Order now, be ready to fill the orders of your customers.

*"One of America's Foremost Nurseries"*

## Mount Arbor Nurseries

E. S. Welch, Pres.

Shenandoah, Iowa

Write for New Wholesale Price List containing new counts on surplus stock. Use business stationery in making application or send business card, for we sell to Wholesale Trade Only.

## Best Tree Digger on Earth



Write for Descriptive Circular and Prices

## Stark Brothers

NURSERIES AND ORCHARDS COMPANY

Louisiana,

Missouri

## VERY SPECIAL OFFER

### In Thousand Lots Or Less

CALIFORNIA PRIVET, 2-3 ft., 3-4 ft.

BARBERRY THUNBERGI, 18-24 in., 2-3 ft.

SPIRAEA VANHOUTTE, 2-3 ft., 3-4 ft., 4-5 ft.

BECHTEL'S FLOWERING CRAB, 2-3 ft., 3-4 ft.

LOMBARDY POPLAR, 6-8 ft., 8-10 ft., 10-12 ft.

CAROLINA POPLAR, 6-8 ft., 8-10 ft.

Write for Special Low Prices

*Stock A-1*

Also offer general Assortment True to Name

**FRUIT TREES**

## Kelly Brothers Nurseries

DANVILLE, N. Y.



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## American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock  
Including That Which Has Heretofore Been Imported

The American Plant Propagators' Association, Organized in 1919, Will Hold Its Eleventh Annual Meeting  
in Boston, Mass., July 16, 1929. H. L. Haupt, Hatboro, Pa.

TWO-INCH BLOCKS ONLY ARE SOLD IN THIS DIRECTORY. EACH BLOCK \$5.00 PER MONTH UNDER YEARLY  
CONTRACT, INCLUDING PUBLICATION TWICE A MONTH, ON THE 1ST AND 15TH

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for our wholesale catalog. Also descriptive book-  
let in colors.

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Evergreen Specialists  
Largest Growers in America  
Dundee, Illinois  
Box 402

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Headquarters for  
**LINING OUT STOCK**

Large Assortment  
**WELL GROWN—NONE BETTER**

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**NEW PRICE LIST**

of  
HEMLOCK  
ARBOR VITAE  
NORWAY SPRUCE  
SCOTCH PINE  
BALSAM  
CANOE BIRCH  
SUGAR MAPLE

and other Evergreens, Shade Trees,  
Shrubs, Ferns, and Perennials.

**GEORGE D. AIKEN**  
PUTNEY, VERMONT

**WE HAVE THEM  
You May Want Some**

Norway, Sycamore and Silver  
Maples; Pin, Red, Mossy Cup,  
Catesbaei and Willow Oaks.  
Butterfly Bush, Dogwoods, Deut-  
zias, Forsythia, Spireas, etc.

Our Trade List is ready.  
Get next to one.

**Atlantic Nursery Co.**  
BERLIN, MARYLAND

**ROSES**

Shrubs Cannas  
Lining-out Evergreens

Send for Trade-List

**The CONARD-PYLE Co.**  
ROBERT PYLE, Pres. West Grove, Pa.  
Established Nurserymen since 1867

**Franklin Forestry Co.**

Nurseries at

COLRAIN and SUDBURY, MASS.

**FOREST NURSERY STOCK  
CONTRACT FOREST PLANTING**

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BOSTON, MASS.

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MILLIONS OF THEM**

Seedlings—Transplants—Cuttings  
Grown under glass

Also Apple Trees, Shade Trees,  
Hedgeplants, Shrubs, Vines, Peony.

Send for our latest Bulletin

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The largest growers of Evergreens  
in the world  
Charles City, Iowa

**Broad Leaf Evergreens  
RARE AND CHOICE CONIFERAE  
AZALEAS** (Evergreen and Deciduous.)  
**FLOWERING SHRUBS,  
VINES and CLIMBERS**

We produce the greatest variety of  
Herbaceous Plants and Field Grown  
ROSES in America. Ask for our  
wholesale price lists.

**Bobbink & Atkins**  
Rutherford, New Jersey

**Canada Hemlock**

Unusually bushy, recently transplanted heavy  
rooted stock. Northern grown—splendid values.

| Quality                   | Height       | Each    | 10       | 100        |
|---------------------------|--------------|---------|----------|------------|
| 3 times trans. B&B.       | 3 to 4 ft.   | \$3.50  | \$30.00  | \$250.00   |
| 3 times trans. B&B.       | 2 to 3 ft.   | 2.50    | 20.00    | 175.00     |
| 3 times trans. B&B.       | 18 to 24 in. | 2.00    | 15.00    | 125.00     |
| Quality                   | Height       | 10      | 100      | 1000       |
| twice trans. 2 to 3 ft.   |              | \$12.00 | \$110.00 | \$1,000.00 |
| twice trans. 18 to 24 in. |              | 9.00    | 80.00    | 750.00     |
| twice trans. 12 to 16 in. |              | 7.50    | 70.00    | 650.00     |

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Packing charged at cost.  
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**Lining Out Stock**

Good assortment of  
**DORMANT STOCK**  
still on hand

See our latest bulletin.

Write for copy.

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CULTRA BROS., Mgrs.  
Onarga, Illinois

American Fruit Tree Seedlings that  
never miss. Only seedlings with sus-  
tained quality. Many large Nurserymen  
that have tried them, are adopting them.

We offer for next spring's delivery:

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Maxzard, Mahaleb, P. Calleryann.  
Pr. Myroholan, Catalpa Speciosa,  
Ulmus Parvifolia, R. Multiflora Jap.

Large Stock Flowering Trees and Shrubs

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quality in quantity. Grown  
in the natural Timber Belt  
of northern Minnesota.  
Grown without artificial  
watering. Hardy and heal-  
thy. Submit your specified  
Want List for quotations.  
List mailed.

**Ferndale Nursery**

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**EVERGREENS  
SEEDLINGS and TRANSPLANTS  
FOR LINING OUT**

WRITE FOR OUR PRICE LIST

**THE NORTH-EASTERN FORESTRY CO.**  
"WE GROW OUR OWN TREES."  
CHESHIRE, CONNECTICUT

**Scotch Grove Nursery**  
Growers of

**EVERGREENS**

For

**Lining Out**

GOOD ASSORTMENT  
STANDARD SORTS

Price List on Request—Established 1871  
SCOTCH GROVE, IOWA

**1929 PRICE LIST**  
of Collected

**LINING OUT STOCK**

Also larger sizes of Hardy Native  
TREES, SHRUBS, VINES, FERNS,  
BULBS and WILD FLOWERS

**L. E. WILLIAMS NURSERY CO.**  
Exeter, N. H.

## DIRECTORY OF NURSERY TRADE ASSOCIATIONS OF AMERICA

American Association of Nurserymen—Charles Sizemore, secy., Louisiana, Mo.; July 16, 1929, Boston, Mass.

Alabama Nurserymen's Association—Dr. F. T. Nye, Secy., Irvington.

Arkansas Nurserymen's Ass'n.—J. E. Britt, Secy., Bentonville.

California Assn. of Nurserymen—Henry W. Kruckeberg, 340 S. San Pedro St., Los Angeles, Cal.; Sept. 26-28, 1929, Fresno, Cal.

Connecticut Nurserymen's Association—A. E. St. John, Sec'y, Manchester.

Eastern Canada Nurserymen's Association—Chas. K. Baillie, Secy., Box 158, Welland, Ontario.

Eastern Nurserymen's Association—Fred Worsinger, Sec'y, Tacony, Pa., Feb. 8, 1929, Stacy-Trent Hotel, Trenton, N. J.

Fruit and Flower Club of Western New York—J. C. Hoste, Newark, N. Y.

Illinois Nurserymen's Association—N. E. Averill, secy, Dundee, Ill.

Iowa Nurserymen's Association—Harold J. Parnham, secy., Capitol City Nurs., Des Moines.

Kansas Nurserymen's Association—James N. Farley, Sec'y., Topeka.

Kentucky Nurserymen's Association—Alvin Kidwell, Secy., St. Matthews.

Massachusetts Nurserymen's Association—Whithrop H. Thurlow, secy., West Newbury.

Michigan Association of Nurserymen—C. A. Krill, secy., Kalamazoo, Feb. 20-21, 1929, Hotel Statler, Detroit.

Minnesota Nurserymen's Association—W. T. Cowperthwaite, Secy., 20 W. Fifth St., St. Paul.

Mississippi Nurserymen's Association—M. B. Allen, Lilydale, sec'y.

Missouri Nurserymen's Association—George H. Johnston, secy., Kansas City Nurs., Kansas City, Mo.

Nebraska Nurserymen's Association—Ernst Herminghaus, Secy., Lincoln.

New England Nurserymen's Association—W. N. Craig, Secy., Weymouth, Mass.

New Jersey Association of Nurserymen—John Marseille, secy., Wyckoff, N. J., Feb. 7, 1929, Stacy-Trent Hotel, Trenton, N. J.

New York Nurserymen's Association—Charles J. Maloy, secy., Rochester, N. Y.

Northern Retail Nurserymen's Association—C. H. Andrews, secy., Faribault, Minn.

Ohio Nurserymen's Association—Royce Pickett, secy., Clyde, Feb. 7-8, 1929, Deshler-Wallick Hotel, Columbus.

Oklahoma Nurserymen's Association—W. E. Rey, Secy., Oklahoma City.

Pacific Coast Association of Nurserymen—C. A. Tonneson, Sec'y., Burton, Wash., July 1929, Walla Walla, Wash.

Pennsylvania Association of Nurserymen—Floyd S. Platt, secy., Morrisville, Pa., Feb. 7, 1929, Stacy-Trent Hotel, Trenton, N. J.

Rocky Mountain Nurserymen's Assn.—Chas. C. Willmore, Secy., Box 382, Denver.

Rhode Island Nurserymen's Association—Daniel A. Clarke, Secy., Fiskeville.

Rio Grande Valley Nurserymen's Assn.—H. L. Bonnycastle, secy., Mercedes, Tex.

South Dakota Nurserymen's Association—J. B. Taylor, sec'y., Ipswich.

Southeastern Nurserymen's Ass'n.—Otto Buseck, Sec'y., Asheville, N. C.

Southern Alabama Nurserymen's Ass'n.—W. H. Pollock, secy., Irvington.

Southern California Nurserymen's Ass'n.—A. W. Jannoch, Pasadena, Cal.

Southern Nurserymen's Association—W. C. Daniels, Sec'y., Pomona, N. C., Sept. 11-12, 1929, Birmingham, Ala.

South Texas Nurserymen's Ass'n.—R. H. Bushway, Secy., 304 McGowen Ave., Houston.

Southwestern Nurserymen's Association—Thomas B. Foster, Sec'y., Denton, Tex., Sept. 4-5, 1929, Fort Worth, Tex.

Tennessee Nurserymen's Association—Prof. M. G. Bentley, secy., Knoxville, Tenn.

Twin City Nurserymen's Association—H. G. Loftis, Sec'y., St. Paul, Minn.

Western Association of Nurserymen—George W. Holsinger, Secy., Rosedale, Kan.

Western Canada Nurserymen's Association—T. A. Torgeson, Sec'y., Estevan, Sask.

Wisconsin Nurserymen's Association—W. G. McKay, Sec'y., Madison.

## New and Scarce Items

The trade in general has always looked to Cole for a complete line of "Everything That Is Good and Hardy." Note our selection of new and scarce items to go along with the general list. For instance:

10 varieties of Crabs in various sizes, including the grand new "Elieyil", 5 to 6 foot size, at \$1.50 each.

ARONIA ATROPURPUREA—the scarce "Purple Chokeberry"—very heavy fruiting,  
1½ to 2 feet.....\$30.00 per 100  
2 to 3 feet..... 35.00 per 100  
AZALEA MOLLIS—heavy, well budded,  
12 to 15 inches, B&B, \$100.00 per 100  
15 to 18 inches, B&B, 135.00 per 100  
1½ to 2 feet, B&B.... 200.00 per 100

FORSYTHIA INTERMEDIA  
SPECTABILIS, Per 100 Per 1000  
2 to 3 feet, .....\$18.00 \$150.00  
3 to 4 feet..... 22.50 180.00  
4 to 5 feet..... 30.00 225.00  
5 to 6 feet..... 45.00 350.00  
PHILADELPHUS VIRGINALE  
2 to 3 feet.....\$35.00 per 100

VIBURNUM CARLESI,  
Per 10 Per 100  
12 to 18 inches...\$12.50 \$115.00  
1½ to 2 feet..... 17.50 165.00  
2 to 2½ feet.... 23.50 225.00

WEIGELA FLORIBUNDA,  
2 to 3 feet.....\$2.50 \$22.00  
3 to 4 feet..... 3.50 30.00

Many others, including Red Japanese Maple, Weeping Mulberry, Euonymus acutus, sieboldi, etc.

We solicit your inquiry for your full needs. Of course the grade will be Cole's quality, which has gained an enviable reputation.

CLETHRA ALNIFOLIA, 3 year strong  
1½ to 2 feet.....\$30.00 per 100  
2 to 2½ feet..... 35.00 per 100  
CORNUS ELEGANS AND SPAETHI,—  
clean plants  
1½ to 2 feet.....\$20.00 per 100  
2 to 3 feet..... 28.00 per 100  
3 to 4 feet..... 40.00 per 100

CORNUS FLORIDA RUBRA,  
Per 10 Per 100  
2 to 3 feet, B&B.. \$22.50 \$210.00  
3 to 4 feet, B&B.. 32.50 310.00  
4 to 5 feet, B&B.. 52.50 475.00  
COTONEASTER HORIZONTALIS—  
5 inch pots, 8 to 10 inch spread,  
\$40.00 per 100

CORYLUS AVELANA AUREA—  
a golden aristocrat, Per 10 Per 100  
2 to 3 feet.....\$10.00 \$ 90.00  
3 to 4 feet..... 12.50 115.00  
4 to 5 feet..... 15.00  
5 to 6 feet..... 20.00  
EUONYMUS ALATUS,  
2 to 2½ feet.....\$50.00 per 100  
2½ to 3 feet.....\$65.00 per 100

## THE COLE NURSERY COMPANY

Forty-eight Years at PAINESVILLE, OHIO

**LABELS FOR NURSERYMEN**  
**THE BENJAMIN CHASE CO.,**  
DERRY, N. H.

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**AMERICAN NURSERYMAN—Semi-Monthly**

1st of Month Issue 15th of Month Issue  
First Forms: - 23rd each month First Forms: - 8th each month  
Last Forms: - 25th each month Last Forms: - 10th each month

If proofs are wanted, copy should be in hand previous to above dates

American Fruits Pub'g Co., P. O. Box 124, Rochester, N. Y.

**LUXURIOUS SHADE**  
in a few short years!



FOR QUICK SHADE, get our Chinese Elm. Beautiful and graceful—growing in 4 to 6 years. Ideal for city street planting, shade around home, windbreaks. Hardy—resists drought, alkali and extremes of temperature. We guarantee to supply only well-rooted, strictly first-class stock. Write for particulars.

Washington Nursery Co.  
Box Tappanish, Washington.

**THIS SPACE**

\$2.50 Per Month Under Yearly Term Contract

58 Cents Per Week

Less Than Yearly: \$2.80 Per Month



## AMERICAN NURSERYMAN — February 1, 1929

**EDITORIAL DEPARTMENT**—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. All photographs will be returned promptly.

**Advertising**—Advertising forms close on the 25th of each month. If proofs are wanted, copy should be on hand one week earlier. Advertising rate is \$2.50 per column-width inch.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the earl operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

**SUBSCRIPTIONS**—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.50 a year; to Canada or abroad for \$3.00 a year. Single copy less of current volume, 30c; of previous volumes, 25c.

RALPH T. OLCOTT  
Editor, Manager

AMERICAN FRUITS PUBLISHING COMPANY INC.

39 State Street,  
Rochester, N. Y.

**WHAT THIS MAGAZINE STANDS FOR**—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

**INDEPENDENT AND FEARLESS**—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and is the only Nursery Trade publication which is not owned by nurserymen.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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## YOU MUST HAVE YOUR ORDER IN FOR EARLY SPRING SHIPMENT

This new Market Development promises to be a great sales-maker.

*Talk to Us!*

Bulletins moving frequently, just chock-full of a complete line of general nursery stock that is GRADED and PRICED RIGHT.

Better let us have your list for special quotation.

**C. R. BURR & COMPANY, Inc., MANCHESTER, CONN.**

**GENERAL NURSERYMEN**

*We do not sell at wholesale to retail buyers.*

## Evergreens....

*Good soil, a cold climate, great care in growing, careful digging, and skillful packing make Sherman's Evergreens the best.*

*Evergreens of all sizes for all purposes.*

*Also a general line of nursery stock.*

Write for wholesale list.

**The SHERMAN NURSERY Co.**  
Department C, Charles City, Iowa

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## Bridgeport Nursery

Established 1875

*For Spring 1929*

CHERRY—mostly small grades

APPLE, PEACH, PEAR and PLUM

CATALPA BUNGEI—2 yr. heads in car load lots

ELM, SOFT MAPLE, WHITE ASH up to 2½" caliper

SPIREA VANHOUTTE, 3 yr. heavy, ¾ and 4/5 feet in car lots

General line of

Shade Trees, Shrubs, Evergreens  
Perennials, Roses, Etc.

**C. M. HOBBS & SONS**

BRIDGEPORT, INDIANA

*Largest Nursery in Indiana*



# AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

## The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y. Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES.—BYRON

VOL. XLIX

ROCHESTER, N. Y. FEBRUARY 1, 1929

No. 3

## Here's the Model Practice for Nurserymen

The Very Thing That Will Clinch the Big National Movement and Put Over the Greatest Advance the Nursery Industry Has Known

### HEW TO THIS LINE AND GUARANTEE YOUR UNLIMITED SUCCESS

Address by President Alex Cumming, Jr., at Annual Convention of Connecticut Nurserymen's Association

ENTERING a new season as we are, with the best of prospects for our particular branch of New England's busy industries, there is no doubt of the outcome of the National Advertising Campaign now actually in effect, as sponsored by the American Association of Nurserymen. The very fact that the Nursery interests of this entire country have finally come together with one common cause in view, is in itself, I think, an assurance that a new era is in the making. From what we have seen of this campaign, the preliminary advertising copy, publicity plans and data pertaining to the Nursery industry, as accumulated by the Ramsey Company, under the guidance of the national association leaders, there is no doubt that it is in most able hands. We as an association should do everything within our power to assist and supplement this splendid effort.

What can the Connecticut Nurserymen's Association do in this direction? Statistics, as compiled by the national association, show that of our market approximately 78% yet remains unsold. Here, gentlemen, is real food for thought. Connecticut is a state in which the home owner predominates; it is prosperous and with its prosperity the building of homes is increasing rapidly. Further, almost without exception, they are substantial homes owned by good solid citizens who have that fine pride of ownership. There is no question that we have the sales territory and one that is rapidly becoming garden-conscious. The national advertising campaign will be a big factor in speeding it up.

Now, what can we do to put our business on a better footing? We advertise individually, send out attractive catalogues, and I think apply as much thought and energy to this selling phase of our business as conditions will permit. We have a product whose appeal should be above the average market commodity. It is true that we are beset with new insect pests, embargoes and new rulings, and enough other minor difficulties; but we do not have to contend with the disturbing factors that many industries do, such as change of style and new industrial discoveries. I can conceive of nothing that will radically affect our market. There will always be a love and demand for trees, plants and flowers, and it will be an increasing demand.

### The Market From the Buyer's Viewpoint

Are we not prone to view our market from one viewpoint; namely, that of the seller? Should we not as an association consider it here in detail from the viewpoint of the buyer also and look at it squarely? Is there not a possibility of establishing a better understanding on each side? Without question, the buyer has at times grounds for grievance, and the closer we come in contact with our market, the more apparent this condition becomes. Can we do something to prevent some of the unhappy experiences the purchaser may have, and for which the seller is really not responsible? Just as an instance, I would refer to the use of some of the evergreens used promiscuously in foundation plantings. A number of the evergreen kinds, if selected by the owner at the Nursery and planted without advice, will prove altogether unsuitable. They either lack permanence or may be planted under conditions which are altogether wrong. Perhaps the fact that some of the more formal and attractive appearing kinds that appeal to the majority of buyers are the

(Continued on Page 52)



ALEX CUMMING, JR., Bristol, Conn.

### Nurseryman in Conference

At the horticultural conference last month at Pennsylvania State College, H. G. Baugher, Adams County Nurseryman, observed that certified trees had not sold well enough to pay their added expense for true-to-name variety certification. He stated that Nurserymen were agreed on the value of fruit tree identification in the Nursery row with the same end in view of eliminating variety mixtures. Mr. Baugher said the universal state demand for one-year-old apple trees was an injustice to Pennsylvania Nurserymen, since they could seldom grow four to five-foot whips in one year, except with Stayman and Stark.

A spirited discussion developed as to why Nurserymen insist on heading one-year whips which are to be grown two years in the Nursery row, particularly since this results in trees with poorly shaped heads. The growers must cut most of the resulting branches completely off to reform the head properly.

Mr. Baugher requested information as to what the growers thought of Cortland—which they were eating at the time—so that he could bud some if this variety was considered worth while for Pennsylvania. Just one grower decided that Cortland was adapted for his conditions, while the rest of the 70 agreed that it was not suited for Pennsylvania, however well it was thought of anywhere else.

Secretary Robert Pyle of the American Rose Society has proposed for registration two roses: Chicago and Phantasy.

# Why Prospective Sales Do Not Materialize

**Greater Confidence on Part of Planter Is Needed—New England Nurseryman Outlines Plan To Pave Way For Bigger Business Under Campaign Stimulus**

## PROTECTION OF PLANT BUYING PUBLIC SHOULD BE THE SLOGAN

Practical Suggestions by Alex Cumming, Jr., Before Connecticut Nurserymen's Association

(Continued from Page 51)

sorts that are the least reliable and are the kind that would not ordinarily be used by the Nurseryman or professional planter. Yet the fact remains that the onus is placed on the seller and will be reflected by the buyer's attitude towards the plant industry in general. The unfortunate part of a transaction of this nature is that it is seldom brought back to the Nurseryman, who could investigate and properly advise the owner. Instead another source of supply is located and with possibly similar results.

Here is just one instance of numberless possibilities that can and do militate against a more cordial feeling between our market and our industry. There should be created a feeling of greater confidence on the part of the amateur. What can we do to correct this condition? It is not a question of honesty on the Nurseryman's part. The rascal or rogue has no permanent place in any industry today, and certainly not in this one. The Nurserymen on the whole are without question honestly and conscientiously trying to give a full dollar's value for the dollar. That is just plain common sense as applied to business. It should be, and I think usually is, his determination that his stock is true to name and exactly as represented, and that it is suitable for the purpose for which it is intended, as far as this can be ascertained. On the purchaser's side, it should be fully realized that a plant is a living thing and, therefore, perishable, and that it is his or her part to use judgment in what is bought and its proper planting and care. If the Nurseryman and the purchaser can arrive at a just and proper understanding as to what is his share in a sales transaction, then we will make a forward step.

### How To Accomplish Better Mutual Understanding

It is my belief that this association could accomplish a great deal towards a better mutual understanding, and in this way: Let it first be the motto of this association that its mission towards the public is to promote a fair and square deal. Let us take a more active interest in the buyer's side and look into his problems and grievances, advising him as to where the trouble lies, if this can be accomplished. I think there is little question that the Nurseryman would welcome any practical intervention that would right wrongs which are usually fancied or not in any way attributable to the stock supplied. The application of this proposal may on the surface appear difficult, but can it not be done and is it not sufficiently worth while to try? The obstacles simmer down to the very things that should be remedies.

Could we make it apparent to the public that this association stands for fair and square dealing only, as far as it is within its power, and that any transaction which is unjust or appears unjust, if reported to the association would at least be investigated? In its application this would require a capable field representative or adviser, one not commercially interested, who could be called upon in case of a dispute. He should investigate in an open-minded manner, fair to the buyer and the seller. If the buyer is at fault, he should be properly advised so, and if the Nurseryman is at fault, it should be brought to his attention and remedied. Failing a satisfactory adjustment in this way, the problem could be referred back to a committee of three members appointed just for this purpose.

### Publish the Fact That the Association Will Act

My personal opinion of an arrangement of this sort is that it would in practice smooth out many misunderstandings on the part of the buying public, promote a feeling of confidence all around, and work to the mutual advantage of buyer and seller. Should we not as an association be in a position to publish the fact that we stand for a fair and square deal to all? If we as members of this association, in all of our advertising matter, carried a clause stating in effect that the Nurserymen's association is an organization which stands for the protection of the plant buying public, and that any grievance on the buyer's part which cannot be adjusted, or any irregular transaction that he is subjected to will be investigated by reporting the matter back to the association, then, I think, we would be adopting an attitude which would inspire the complete confidence of the buying public.

(Continued on Page 53)

### Sound Information Essential

NATURE has been on the side of the Nurseryman in implanting in man and woman and child a love of trees and flowers. But the great stumbling-block toward more universal planting has been the lack of confidence of the average householder in his ability as a horticulturist. Give him sound information and he will respond readily to the urge to plant something.—T. A. Torgeson, President Prairie Nurseries, Ltd., Estevan, Sask., Canada.

### Preferred Stock



No; the scene does not represent the vicinity of a stock farm with samples of the blooded stock in the foreground, out for exercise. On the contrary what you see is Preferred Stock from the famous farm at Newark, N. Y. Immediately you have said: "Jack and Perk". Wrong again. Those lively boys are on the home place, working hard to make it possible for these aristocrats to ride forth in leisure and contentment while the rest of us wind in and out of traffic in the less romantic modern way, pulling levers and honking horns.

"Back to First Principles" is the title of the engraving which represents Charles H. Perkins and E. S. Boerner for the moment in congenial association in the vicinity of Garrison, N. Y. Why they are there, or were there, neither they nor anyone else knows so far as we know; but truth demands that we locate them.

Can you tell which is Perkins? Someone asks: "Can you tell which is Boerner?" If you can this was a good photo. It is good of the mounts anyway. It seems probable that "on a day like this" the slogan "The Preferred Stock" was coined, for certainly our heroes preferred this method to walking. "Jockeying as usual", someone has just said, noting the caps; but Paul explains that the headgear goes with the saddles and bridles and is no fault of theirs, characteristic though it may be.

The photograph was not taken for publication, but was picked up at the Rochester convention of the New York Nurserymen's Association after the banquet. Copies of this issue going to Newark have been censored.



# Lessons From New York Nursery Investigations

Quantity Production the Initial Object—Seedage, Distance of Planting, Branch-Root Seedlings, Storage Problems, Miscellaneous Problems

## COMMON EVERYDAY PRACTICES OFTEN THE MORE IMPORTANT

By H. B. Tukey, New York State Expt. Station, Geneva, N. Y., Before New York State Nurseryman's Association

(Continued from Page 29, A. N. 1-15-29)

**F**OLLOWING is the continuation of the report as begun on page 29 of the Jan. 15 issue of the *American Nurseryman*, on quantity production of seedling stocks in preparation for the Federal Government embargo set for July 1, 1930:

Next to sources of seed, different distances of planting have had the greatest effects in seedling production. From one lot of Mahaleb seedlings totalling 40,000 plants grown the season of 1927 the grades for different distances apart in rows all three feet apart are:

| No. to the foot | Extra | No. 1 | No. 2 | No. 3 |
|-----------------|-------|-------|-------|-------|
| 10-12           | 0%    | 45%   | 20%   | 35%   |
| 7-9             | 1%    | 55%   | 10%   | 34%   |
| 3-4             | 20%   | 75%   | 2%    | 3%    |

Apple seedlings show similar response to spacing as shown in Table I.

Table I. Sizes of Apple Seedlings as Affected by Planting Distance.

| Treatment                      | Graded as 8/32" | 6/32" | 5/32" | 4/32" | 2/32" | Plants per Sq. foot |
|--------------------------------|-----------------|-------|-------|-------|-------|---------------------|
| In rows 6" apart (thinned)     | 6.5             | 21.8  | 20.4  | 40.1  | 10.9  | 16                  |
| In rows 6" apart (not thinned) | 0.4             | 0.    | 4.2   | 15.5  | 79.2  | 60                  |
| Broadcast and thinned          | 1.5             | 6.9   | 20.0  | 39.3  | 25.4  | 91.2                |
| Broadcast unevenly             | 1.0             | 4.8   | 12.4  | 34.5  | 47.2  | 84                  |

Not only do the figures show the striking effect of close planting, but also they show the importance of **even spacing**. For example, when seedlings were grown in rows six inches apart, but thick enough in the rows to give 60 plants to the square foot, the percentage of small plants (2/32" in diameter) was 79.2%. But when broadcast over an area the same size even though the number of plants is increased to 84 to the square foot, the percentage of small plants drops to 47.2%. Still further, when the

broadcasting is done evenly, the percentage of small plants declines to 25.4% in spite of the fact that 90 plants are growing on a square foot of ground.

Tests with fertilizers to increase the size of seedlings has given no profitable response.

In spite of excessive applications of urea, ammonium sulfate, and calcium nitrate, there seems to be no response to treatment. On the other hand there is a striking correlation, once more, between the spacing of the plants and grades produced.

It seems very elementary to call attention to this matter of proper spacing, yet the results have been so striking where other treatments have been so unsuccessful that it looms large. May it not be that in looking for some spectacular method of producing the results desired the tendency has been to overlook the most important and

at the same time the most widely known method?

As for the production of branch-root seedlings, certain varieties and species of apples, such as Whitney and *Malus baccata*, have given a high proportion of straight roots; while others, such as Winesap have given many well-branched roots. Seedlings of Mazzard, Mahaleb, and Myrobalan were sufficiently branched to meet trade demands, but in most cases apple and especially pear seedlings developed unsatisfactory straight-roots.

Transplanting was resorted to to meet

this situation, the seedlings of all classes being started in cold frames and transplanted to the field in early spring. Comparison was made between dibbling, transplanting with especially constructed planting boards, and transplanting by machine. In all cases the necessity of having the roots placed straight in the soil was emphasized, otherwise developing a high proportion of "goose necks." The planting board method has proved best adapted to American conditions, though machines are promising. The chief difficulty with machines, namely in slowing them down, has been met, but as yet the loss of plants is too high to make machine planting practicable.

The most satisfactory, and best branch-root apple and pear seedlings were produced by transplanting with planting boards. On the other hand transplanted seedlings of Mahaleb, Mazzard, and Myrobalan were little or no improvement so far as root system is concerned over stocks from seed without transplanting. It was possible, however, in some instances, on account of increased size, to bud transplanted seedlings of *Prunus* species the first season, as is done in the case of the peach from seed. Transplanting as early as when the first leaves were forming gave better stand and larger plants than when done at the later stages of development. Apple and pear seedlings have responded well to transplanting. Mazzard cherry seedlings, on the other hand, have frequently been either severely checked or destroyed by leafspot before recovery from the check attending transplanting.

Because the cost of transplanting is prohibitive at present market prices of branch-root seedlings, the cheaper two-year method was employed in which seedlings are grown close together during one season so as not to grow too large, dug at the end of the season, and lined-out in rows the following season for further growth.

**Southern Test Garden**—The need for an arboretum in which commercial plants for southern territory may be aggregated for testing as to variety names, as reported upon at conventions of the Southern Nurserymen's Association, and again at last fall's joint convention in Memphis, Tenn., of the Southern and Southwestern Nurserymen's Association, has been met in adequate form. It was thought at the Memphis convention that a plot of land in a Memphis park, which had been allotted for the purpose, would answer for a time. But arrangements have since been made whereby a much larger space, 20 acres, on the Fair Grounds of Memphis will be available for the planting in park form of plants sent there under the direction of the joint committee on varieties, of the Southern and Southwestern Associations, for observation, classification and for naming if necessary. It is expected that much confusion as to variety names in the trade will thus be obviated. Among those on the committee are Edward Teas, E. S. Worthen, M. C. McNeil and W. C. Griffin of the Southwestern Association. O. W. Fraser is chairman for the Southern branch of the committee; J. B. Baker for the Southwestern.

**National Arboretum Assured**—An announcement of great importance regarding the project of a National Arboretum may be made at the Boston convention of the A. N. in June.

**Mulch Paper**—The initial cost of paper, its application and the inability to use the material the second year, makes this method of culture prohibitive in cost on a large scale, although it may be found very advantageous in the small garden.

## Timely Suggestions for Sound Business Advance

(Continued from Page 52)

The question of using the radio as a means of publicity has been brought up at previous meetings. I think there is a great possibility here, providing we have something definite and tangible to offer, something which will benefit every branch of our business and be of real interest to the plant-buying public. We know that there are varieties in every one of our lines; be it fruit trees, evergreens and shrubs for foundation planting, for borders, screening or hedges; stock for forest planting; roses or perennials, which are peculiarly suited to Connecticut; and we know that there is a demand for varieties which are either unsuitable or superseded by better kinds. Cannot we as an association publish in concise form an annual publication conveying the information and made interesting by calling attention to the good newer introductions, be it in fruits, shrubs, trees, roses or perennials, and have this available for distribution? Assuredly it would involve some expense to our association which should be fairly apportioned; but it seems as if a publication of this kind, well gotten up and carefully edited, would be of so much value that there would be a demand for it that would justify its expense. It would show that this association was really interested in the plant buyer and his problems, and as such should be a medium for gaining publicity for us which could not be obtained by any direct form of advertising.

These suggestions are offered with the feeling that this association is capable of accomplishing greater things than the usual routine of our present activities, valuable as they are, and with the realization that it will require not only time to accomplish these aims, but also the most careful thought and consideration of every active member.

# Illinois Nurserymen Stage Another Booster

For Increased Trade in 1929—Lively Interest in Trade and General Business Topics Expressed at Three Full Sessions

## STIMULATING ADDRESSES BY BIG BUSINESS EXPERTS

**T**HIRTEENTH annual convention of the Illinois State Nurserymen's Association at Hotel Sherman, Chicago, Jan. 16-18, was, as usual, attended by a large number of Nurserymen, with the usual representation of associate members and allied tradesmen. Opportunities for mid-winter check-up on trade conditions and outlook for wants, as well as social advantages, brought the usual number of early arrivals. Some 25 or 30 Nurserymen were on hand two or three days before the convention sessions, including the members of the executive committee of the American Association of Nurserymen and representatives of National Campaign counsel.

Exhibits early crowded the allotted space and additional room had to be provided—all on the session hall floor and close to that hall. The exhibits were surrounded by large numbers of Nurserymen at all times when the association was not in session. The plan of holding sessions only in the afternoons works well, the forenoons and evenings being left free for social and business intercourse.

An attractive program, as usual, had been prepared (A. N. Jan. 1, p. 16). President F. J. Littleford at 2 p. m. Wednesday asked Rev. Benjamin E. Chapman, Trinity Church, Aurora, Ill., to give the invocation, after which the president delivered his annual address.

President Littleford announced an innovation which he believes will prove of much interest and value to the trade and which he thinks other Nursery associations would do well to consider as a feature of their annual meetings. This is a joint meeting of the Illinois Nurserymen's Association and the Garden Clubs of Illinois. The first of these joint meetings was held on the afternoon of the third day of the Nurserymen's convention. To link up the attention of members of the 3,400 garden

clubs in Illinois with the activities of the Nurserymen in the beautification of homes and garden lovers at the very outset of the National Publicity Campaign for greater demand for the products of the Nurseries is a happy thought. President Littleford cited two subjects of legislation as being of special interest to Nurserymen at present: The relation of collected or forest trees and plants as compared with Nursery products; the matter of plant patents upon which the Canadian government has acted. The illness of Fred W. von Oven who had been listed for an address; the death of James A. Young to whom the Illinois Association owes much of what it is today, and the World's Fair in Chicago in 1933 were referred to by the president.

Miles Bryant, stating that by arrangement of the Nurserymen with the present state officials, forestation activities would not compete with the Nurserymen, the legislative measure referred to by President Littleford has potentialities, in the event of a change of administration which should receive the careful consideration of the Nurserymen to the end that provision for the future should be made secure. He moved that this portion of the president's address be referred to the legislative committee, with power to act under the direction of the executive committee.

A. M. Augustine—"It being customary to refer suggestions in a president's address to a special committee to report before the close of the current convention, I think such action should be taken now, letting the special committee recommend as Mr. Bryant proposes; and I move an amendment to his motion, to this effect." The motion as amended was carried.

Treasurer George Klehm's annual report showing receipts totaling \$2725.28 and a balance of \$1374.70, was referred to the auditing committee.

## Stirring Talk on the Business Outlook

The first formal address of the convention was that by Franklin Hobbs of Chicago on "The Business Outlook for 1929." This well-known business analyst and statistician is director of research of the Central Trust Company of Illinois; chairman of the committee on business research of the Chicago Association of Commerce; consulting statistician, Chicago World's Fair Centennial Celebration. Each year Mr. Hobbs has quite successfully forecasted the basic business trend for 25 years and has just completed his estimates of the business trend for the coming four years.

"I feel that by actual experience I am somewhat acquainted with the field of operations engaging Nurserymen, for I have planted in landscape work some \$250,000 worth of Nursery stock which I bought, and I know some things I might say, but I will refrain. A statistical talk on business conditions is usually regarded as of no light character but I believe I can engage your attention for a little while upon phases of the subject pertaining to the Nursery trade which will interest you. I am probably in

the class of the average statistician. You know the usual formula: 'If so many carloads of a certain produced material were laid end to end they would reach three times around the world, etc.,' which reminds me of what that great humorist and statistician, Charles Milton Newcomb of Cleveland, once said: 'If all the statisticians in the world were laid end to end, what a wonderful thing it would be!'

"You have heard much at times about business cycles, and you have probably declared that you do not believe what is said about them. Well, I must say that I do believe in business cycles. They have made it possible to make calculations that have been of inestimable use in the business world. Take the Chicago World's Fair of 1933, for instance. You have probably heard of or read statements to the effect that terrible conditions resulted from that fair, so far as the prosperity of Chicago is concerned. When the proposition for the 1933 event came up for consideration by the Chicago Association of Commerce, opinion was expressed by some that in the light of the experience of the years succeeding the event of 1893 such a project would be unwise. It seemed for a time that the movement started for a World's Fair in 1933

would be lost. I answered the arguments of three principal objectors. It had been stated that a building slump followed the 1893 Fair—that the amount of building during 15 years thereafter was comparatively small. I gathered figures for Rufus Dawes. It was learned that during the ten years previous to 1893 building to the value of \$20,000,000 were erected; and in the ten years following 1893 the value of new buildings erected was \$29,000,000!

## World's Fair Possibilities

"The World's Fair of 1893 made the Chicago of today. I remember that previous to that event men were mowing the grass that grew between the curb and the sidewalk on streets in downtown Chicago. If there had not been the World's Fair of 1893 there would have been no Beautiful Chicago. The coming fair is to be on an entirely different scale. The planting of the grounds alone could not be supplied by ten of the biggest Nursery concerns represented in this room. The Fair of 1893 had six entrances. The coming Fair will have 36 entrances, some of them of size to admit 25 automobiles abreast. There will be parking facilities for hundreds of thousands of automobiles. Visitors will ride through the buildings by various means of transportation, including canals whose banks will be lined with plants and large trees, the riders looking down from the third story upon the elaborate settings of the second story, and so on. A million seats will be provided on the grounds, upon which visitors may rest. The Fair will be the biggest thing in this section of the country to boost business. We must have more than 100 million dollars for inside operations. This money must come from sales of tickets. The sideshow is largely a thing of the past. Not much of it will be seen at the coming Fair. Therefore the revenue must come in at the gates. A billion dollars must result from the aggregate of the average of five-day visits.

## Popular Notions Disproved

"What is the prospect in 1929? If we rate 1926 as 100%, we find that 1927 was 97%. At the end of 1927 we said 1928 should be 1% under 1927 or almost 5% under 1926. We found 1928 was actually about 1% under 1927. The earlier weeks of 1929 promised to be quite active. Indications are that the summer lull this year will be a little more pronounced than usual. Indeed, we are going to have a considerable lull. Manufacturing output and retail merchandising in general will not affect you Nurserymen much. For the fall months there is likely to be a little improvement and the end of 1929 will find conditions about as they are today. Business does not go up and come down suddenly. Fortunately, we went to work after the World War and almost immediately we were taught how to do business on better lines. The period since the World War has been characterized as 'profitless prosperity'. But is that not a misnomer? Previous to the War three-quarters of a billion dollars per year represented the corporation dividends. In 1921 the corporations began to pay almost a billion dollars a year in dividends. It went on so for the next five years. In 1926 the amount jumped to eleven hundred million dollars. In 1927 it went over two billion dollars. American business showed marked activity during the first nine months of 1927 with net earnings of 713 million dollars. And in 1928 the amount was 10% more! Business concerns are combining, merging and making money. Even the textile business is doing better. The mills in the South are all running nights. New England manufacturers are moving to the South. The automobile business may not make so much money in 1929.

"Some have said there are too many ho-



# The Tremendous Opportunity for Expansion

People Are Moving Outward To Where the Grass Grows—Enormous Quantities of Nursery Stock Will Be Needed—Transportation Big Factor

## FACTS VERSUS GUESSES IN BUSINESS RECORD ESTIMATES

tels. Why, there are 200 men in Chicago this week on the 1933 World's Fair business. The other night I had occasion to stay over in Chicago (I live 50 miles from here). I applied at the Palmer House for a room and was told there was nothing but a \$14 room left. I didn't have the \$14. Finally they found me a \$6 room after considerable difficulty; and the man in line behind me had to pay \$7.50 or sleep out. Yet, some say there are too many hotels! In financial circles stocks are regarded as high. They are high, because earnings are high and dividends are high. Stocks are not high if allowed to rest a year or two. The day-by-day speculator finds them high, of course. The years 1928 and 1929 will prove to be about twins so far as total volume of business is concerned. The net earnings of steam railroads will be greater in 1929 than in 1928.

"This country is beginning to move outward where the grass grows. Thirty years ago I walked from my home in Chicago to my office. Now I am out where I can have a little land around my home and buy Nursery stock. I even have a wren house on my premises. The local undertaker sold me that. He undertakes anything.

### Wild Business Statements

"Truth is, many of the statements regarding business, present and prospective, are wild; they are far from actual facts. The Chicago Association of Commerce asked me to make a survey in 1925 of business operations in Chicago during the period 1904-1924. For a long time we could not get figures on the volume of retail business. We called upon twenty merchants for estimates. The proprietor of one of the biggest stores on State Street came the closest to the mark. He was within 50% of the fact. His guess was nine hundred million dollars of retail business per year for the city of Chicago. I supervised a close census and discovered that 1981 millions of dollars worth of merchandise was the turnover in 1926—twice the nine hundred million guess! Upon facts so definitely determined we are enabled to give almost at a moment's notice details of the greatest importance in business circles. Today, if a carload of silk is unloaded in Chicago I can telephone my office and tell you how many pounds that carload of silk weighed; and that may mean that twice as many telephones will be manufactured in this city in a month as before.

"My forte is figures. I have been talking to you about annual results. Some time ago I was asked to occupy a place on a program and was advised that I was to talk about 45 minutes. I told the program chairman that if I were to talk at all I would talk about a year. Statistics are facts, not figures. Everything is statistical, but not all is mathematical. There is a lot of vacant office and manufacturing space in Chicago, as there is in New York City. Right here in Chicago if we were now to stop providing new office space, within seven months and three weeks' time it would not be possible to rent desk room in downtown Chicago. Therefore the skyscraper new buildings you see going up. Provision has to be made well in advance of demand. In 1928 six million square feet of office space was added here. That has already been taken up. Residence space, too, is not overdone.

### People Learning To Expand

"All these things show you business men what is before you and the tremendous opportunity there is for expansion. I cited some figures to indicate this. One might talk indefinitely on this line. And throughout it all the people are learning to expand. Their wants of various kinds are expanding and they are better able than ever to meet those wants. One of the great points for you Nurserymen to take into account is that

the people in the great congested cities are moving out into the open air where they can use your products, since modern means of transportation enables them to do so practically."

Dr. G. J. Raleigh was scheduled for an address on "A Balanced Diet for Trees and Shrubs." He could not be present. His place on the program was taken by H. B. Siems of the chemical research laboratories

## Campaign Manager Naeckel and Director Cary

The second day's program was devoted to the Nurserymen's National Publicity Campaign. First to speak was Charles Coolidge Parlin whose address on cooperative advertising appears on another page.

Campaign Manager E. G. Naeckel was the next speaker. At this session of the convention practically every seat in the assembly hall was occupied. Special interest centered in the address by the campaign manager. His address, having to do with details of the campaign on the eve of its actual operation, appears on another page. (See also A. N. 1-15-29, p. 33)

Chairman Augustine asked Chairman E. C. Hilborn of the A. A. N. Market Development Committee, to introduce the next speaker, Director E. C. Cary, of the A. A. N. Educational Bureau. Mr. Hilborn said:

"We've been making considerable history of late. We are all feeling very happy over the position in which we find ourselves today. Already we have broken, as a trade association, the record of percentage of subscribers to the whole number of concerns in the trade! Some of us have had faith in the progressiveness needed to advance our industry. Before the next speaker has finished, you will have had through the addresses of today a picture of what has been done in the interest of the American Nursery business. We've had more in mind than a flash in the pan, as you will see in the many-sided, comprehensive, well-planned, well-developed Market Development Plan.

"We have a business organization. Through Secretary Sizemore's office and the executive committee the A. A. N. has the mechanics of the national organization well in hand. Besides this, a sales organization has been needed to build markets. Those of us who labored for years to induce the East and the West to see this need were anxious to establish another secretary in office to handle the sales end of the industry in behalf of all therein. What Secretary Sizemore has so well done and is doing needed supplementing in the way above indicated. We looked about for a man for this office who would please all sections, one who not only had a college education but was also a practical Nurseryman, familiar with sales management and with landscape experience, besides the right personality. Such a man is not easy to find. But in E. C. Cary we believe we have one who measures up to all this. He has been a salesman. As sales manager for a large Nursery concern his success was so conspicuous that he was asked to become teacher of landscape gardening in the University of Minnesota. I have a letter from the dean of that university stating that the institution is sorry to lose Mr. Cary's services, but declaring that his whole life seems to have been a training for the work he has just entered; that Mr. Cary is a man of vision.

"Mr. Cary's office is the clearing house for every Nursery in the country. I hope that the Nurserymen of all sections will cooperate with him wholeheartedly. Call upon him and get acquainted. Don't wait for him to meet you."

Director Cary's address appears on another page.

J. M. Corliss, representing in the Chicago

of Swift & Co., Union Stock Yards, Chicago. Mr. Siems gave a graphic demonstration, with numerous chemicals and laboratory apparatus, of the nature of soils. At the conclusion of his address he was kept busy answering questions.

At the luncheon on the second day of the convention Homer J. Buckley described plans for the Chicago World's Fair in 1933, the city's 100th anniversary year.

district the Federal Plant Quarantine Control Administration, addressed the convention on the provisions of the law relating to shipment of currants and gooseberries and white pine in connection with blister rust.

In the absence of Fred W. von Oven, his paper on "Everyday Problems" was read by C. R. Nolte, of Naperville.

### Election of Officers

At the business session on the last day the following officers were elected: President, Fred W. von Oven, Naperville; vice-president, Henry Klehm, Arlington Heights; treasurer, Louis R. Bryant, Princeton; secretary, N. E. Averill, Dundee. The president and vice-president are ex-officio members of the executive committee.

Chairman Alvin Nelson of the committee on the president's address reported in favor of referring to the legislation committee the matter of classification of collected plants and Nursery-grown plants as stressed in President Littleford's address; also indorsement of the World's Fair in Chicago in 1933 and recommending that the Illinois Nurserymen's Association invite the American Association of Nurserymen to hold its 1933 convention in Chicago.

## CONVENTION SIDELIGHTS

**Notable Exhibits**—The two outstanding exhibits at the Illinois Association convention were of evergreens—those of the D. Hill Company, Dundee, Ill., and Verhalen Nurseries, Scottsville, Tex. Fine specimens of stock suited especially for northern and southern planting respectively were included in the general lines in both cases. The Hill exhibit occupied the central space in the main exhibit hall; the Verhalen exhibit the entire side of an auxiliary hall.

**Nothing Stops the Monroe Nursery**—Will and Jim Ilgenfritz and Max Newkirk of I. E. Ilgenfritz's Sons, Monroe, Mich., drove to the Chicago convention on the Monday before the sessions against a headwind in a driving snowstorm with the mercury at or below zero—258 miles in something less than seven hours, and counted it only as a winter day's jaunt.

### President von Oven's Absence Regretted

—On all sides there were expressions of regret at the absence of Fred W. von Oven, the genial Naperville member of the Illinois Association, whose loyalty to the organization is pronounced and who has long been one of the regular attendants. Not long before the convention dates Mr. von Oven went to the Presbyterian Hospital in Chicago for observation. It was hoped that he could be at the convention on the last day, but even this was thought inadvisable. He has been in poor health. A number of his many friends planned to visit him at the hospital.

E. B. George, American Bulb Co., Chicago, formerly of Storrs & Harrison Co., Painesville, O., greeted many friends at the convention.

## Page Advertisement In Ladies Home Journal

Features the Opening of the Spring Drive at the Inception of the National Publicity Campaign—Wide Extent of This Publicity

### IN A STACK OF MAGAZINES HIGHER THAN MOUNT EVEREST

C. C. Parlin, of Curtis Pub'g. Co., Shows What Subscribers Will Get for Their Money

At the opening of the second day's session President Littleford said: "As the subject of today's session is the National Publicity Campaign for a Greater Market for Nursery Stock, sponsored by the American Association of Nurserymen, I am going to turn the gavel over to one of our prominent Illinois Nurserymen who is the vice-president of the American Association of Nurserymen, A. M. Augustine."

Upon taking the chair Mr. Augustine sug-

gested that a word from Donald D. Wyman of Massachusetts, chairman of the arrangements committee for the 1929 convention of the American Association in Boston, would be in order.

Mr. Wyman—"I'm better known as Don Wyman, so call me that. As vice-president of the New England Nurserymen's Association, I invite you all to attend the annual convention of that association at the Parker House, Boston, next Tuesday and Wednesday.

### For the A. A. N. Boston Convention in July

"As to the American Association, this year's convention, as you know, is to be held in Boston July 16-18. Headquarters will be at the New Statler Hotel where ample accommodations will be provided. No other convention will be at the hotel on that occasion. The hotel will be yours. We believe everything in Boston will be to your liking. When the national organization last met in Boston I remember seeing, for the first time in my life, some men drinking. But there will not be anything of that kind this time. We of the New England States have repeatedly enjoyed the hospitality of the Nurserymen of other sections of the country and we want to do some-

thing in the way of entertaining in return. Something that Mr. Augustine has said in calling upon me just now would seem to indicate that we are going to try to outdo all previous convention programs and make it difficult for any succeeding convention to approach our elaborate arrangements. I want to assure you that we are not planning anything elaborate and that there need be no fear that succeeding arrangement committees will in any way be embarrassed. We have some interesting things for you to see and we want to make enjoyable and profitable your visit. Bring your families and make it the largest attended of any of the A. A. N. conventions."

### Difficulties—Not of Advertising, But

Mr. Augustine introduced Charles Coolidge Parlin, of the Curtis Publishing Company organization, Philadelphia, Pa., as the first formal speaker of the afternoon, whose subject was, "How to Make Cooperative Advertising Pay". He has given much study to this subject and has appeared to upward of forty associations giving his experiences. During the last 18 years he has devoted all his time to this work. His surveys have covered many industries, including rural communities, industrial centers and agricultural sections. He is the dean of the workers in commercial research.

Untying a bundle of rolled-up charts which he afterwards displayed as he talked, Mr. Parlin said: "I have been in touch with fifty or more movements in regard to cooperative advertising. In recent years there has been marked progress in this line. Less than two million dollars was spent in such advertising in 1922. In 1928 the amount was more than doubled—\$5,060,000. My experience has been in connection with my work in the development of the Curtis publications, so that I must refer to results in that field. You are using the Curtis service in that your campaign advertising will appear in the March issue of the Ladies Home Journal.

### Much In Nurserymen's Favor

"The Nurserymen have much in their favor in entering the field of national publicity; but there will be difficulties—not of advertising but of cooperation. There are three reasons for the rapid growth in cooperative advertising. First, the number of persons in the country whose conditions of living and power to purchase has greatly increased. Those whose incomes range from \$2000 to \$3000 were three times as many in 1927 as

they were in 1923. They are in the class able to buy your products. Second, there has been an enormous increase in the spread of education, in high school and college attendance. In Chicago, for instance, in 1900 there were 8000 in high schools; in 1926-27 the number had increased to 65,000. Third, there has been wonderful development in individual transportation. Eighty-eight per cent of farmers now have automobiles. The automobile buyer buys more than an automobile. He buys the right to use \$2,000,000 worth of good roads. He becomes independent of his local store.

Growth of advertising in the Curtis publications increased slowly from 1892 to 1915. The striking growth has been in the last eight years. Last year it reached the sum of 70 to 80 million dollars. The people of this generation are earnest readers of advertisements which means that they are being educated rapidly. A generation in the category of the statistician is 33 years. So that in 11 years one-third of the present market for the advertiser is gone and another third is coming on. With each year the new third becomes more and more interested in the advertisements that are appearing and so get into the advertiser's picture. So there is to be greater and greater change in the future.

"You gentlemen are going to place a page advertisement in the Ladies Home Journal of March issue. Now what are you going to get?" Here Mr. Parlin showed a chart depicting Mt. Shasta and Mt. Everest, on the Pacific Coast, two of the largest mountains in the country. Along side of these mountains there appeared on the chart a column which extended several times as high as the scale of the mountains and ran off the

upper edge of the chart to an imaginative distance higher up. "Mt. Shasta has an elevation of 14,000 feet," said Mr. Parlin.

### 75,000 Feet of Publicity

"The height of the copies of the March issue of the Ladies Home Journal piled one on top of the other, as represented by this column to the left of the chart, would total 75,000 feet. Your advertisement, therefore, will be in a pile of publications as high as that.

"How is it possible, you will ask, to distribute such a mountain of publications? Well, the Curtis Company has a force of 187,000 sales representatives as follows: 45,000 boy agents, 55,000 news dealers and 87,000 subscription workers. Your advertisement appearing in this Curtis publication to the extent of copies so numerous that they would fill the Chicago Stadium and leave enough over to fill the Yale Bowl.

"Now you will ask, why use a national publication instead of a local one? Consider for a moment what national publicity does. There are 226 counties in the country having cities of more than 25,000 population. How, otherwise than through national publicity, can you reach that population? Three hundred other counties in the country have cities of 10,000 population. See how scattered is the field; and still we have 400 counties in the country with cities of 5,000 population, all of which constitute a market which should be reached. And then there are 2000 other counties filled with busy people anxious to be informed. What you want to do, of course, is to get into all these places to a considerable extent; for really, all parts of the United States furnish a market. The circulation of the Curtis publications is strongly suburban and that makes that circulation of special advantage to the Nurserymen. Some cities have a much larger population than others, of a character in which neither you nor we are interested, because we cannot sell to them. I refer to the congested sections, apartment houses, tenements, etc. Our market is your market, because we reach those who have land on which Nursery stock can be planted.

### What Nurserymen Get For 5c

"Some will remark that national advertising is expensive. In the aggregate it seems so. It is because you can only buy national advertising in car lots. If Campbell's soup were marketed only in car lots, the price would seem very large; but the price of a can of Campbell's soup, 10c, is not large. If you were to endeavor to put forth your message in circular form, the cost of paper, printing, envelopes, folding and mailing and stamping would reach an outlay of 5c per circular. Now, let us see what you can do for 5c through an advertisement in the Ladies Home Journal." Here Mr. Parlin unfolded a string of twelve front pages of the Ladies Home Journal. "For 5c of the amount you pay the Ladies Home Journal for your advertisement the Curtis Company will place that advertisement in twelve homes. Your circular would go into but one home for



# How to Make the Most of This Undertaking

**Study Each Campaign Advertisement—Merchandise It—Instruct Salesmen To Display It In Canvassing—Don't Pick Imaginary Flaws—Trust the Leaders**

5c. It is possible for the Curtis Company to provide such service by reason of great improvements the company has made in its publication operations. It is quantity production indeed. The other day we of the Curtis Company celebrated the two-hundredth anniversary of Benjamin Franklin, the founder of one of the Curtis publications. We had the original Franklin press before us—the old press you have seen illustrated so many times. We got to thinking of how long it would have taken Franklin to have printed a present-day edition of a Curtis publication on that hand press. And it was found by computation that if had started in the year one, he would have finished the edition about seventy years from now. The presses, enormous machines run night and day without cessation the year around. One of those presses would fill this assembly hall.

"In all this you have certain problems. The reader living in an apartment is not interested in your product, but if the reader has property he is interested. **You have an appeal.** More and more of the people are going to have homes surrounded by land at least to some extent. That land is going to be planted. You have made a survey of your selling field. You have decided upon a national campaign. You have selected a capable agency and you are proceeding along the right line.

"The only serious problem facing you is that of cooperation. It is wise to look at the difficulties. One of the difficulties is that not all in your industry will come in on the proposition, at least at the outset. The only way to do in a project of this kind is, when the majority decides to go ahead, to do so. We have an example of this in the California Fruit Growers Exchange. I have had contact with that organization for fifteen years. At first only 40% of the fruit growers of California joined in the project for national advertising. How about the other 60%? When I was out there I told the general manager of the Exchange, Mr. Powell, that I would like to talk with

one of the 60% and learn his attitude. I called on some who did not belong to the Exchange. One said, 'I am old and I have established my own brand. I do not want to change that brand; but I believe in the consistent advertising the Exchange is doing and I am willing to contribute to the cost of that advertising.' I said: 'Yes, but the Exchange will continue to sell under the Sunkist Brand and not under your brand.' 'That's all right,' he said, 'notwithstanding, I am willing to contribute to the advertising which boosts the Sunkist Brand, for the consistent advertising by the Exchange helps the entire industry of which I am a member.' Other men in the 60% class of non-members said practically the same thing.

"Advertising must be consistent and persistent. Just what you, individually, get out of a page advertisement none of us can say. But if advertising is continued regularly for a term of years you are certainly going to reap ample returns. Advertising is only education. If you had been advertising during the last five years as you are starting in now to advertise, how about the landscape of the country? Do you not realize that it would have been very different? You haven't been instructing the public. And your product is exceptionally well suited for an educational campaign. The owner of residence property is every day judged by the appearance of that property. The world judges by appearances. It is particularly true now that well-planted grounds are as much a trend of the times as is ownership of a motor car." Here Mr. Parlin began the reading of the matter in the page advertisement in the Ladies Home Journal. "That is the message you are putting out in an edition bulking more than twice the height of the tallest mountain in America." He urged all his hearers to be on the lookout for the first copy of the March Ladies Home Journal, to procure a copy and read and re-read and study it from every angle for the purpose of taking every advantage of it in its suggestion of

local advertising to hook up with the national campaign.

"Among some of the difficulties encountered in national cooperative advertising is the one having to do with likelihood of continuity," said Mr. Parlin. "If the advertising has been running along for a while, some one is likely to say: 'Now that may be all right; but we've been thinking of something else. John has been running this up to now. Let's have George try it for a while; he's got some good ideas.' That sort of thing has been the stumbling block of more than one project that started off well. Arrange your plan with very good judgment, weigh all the factors, and then stick to your project. Don't switch.

"Among other details that will often have to be faced is the question as to advertising mediums. This question can only be solved by the group plan of fundamentals in the laying out of the project; the details of the operation thereof to be handled by committees. Manager Powell of the California Exchange told me that at the outset there were 2000 farmers interested in the cooperative advertising plan, with an executive committee of 24. To that committee was intrusted all the details of the project and in that one feature very largely lies the marked success of what is regarded as the first real cooperative advertising undertaking. Elect a capable committee, turn over to it all the details and tell that committee to go ahead. If you have not faith in your committee you will not get anywhere.

"Finally, when the publication containing the advertisement of your association comes to you, make good use of it. When you get the March issue of the Ladies Home Journal, for instance, read that page advertisement, as I have said, and study it. Have every salesman in your employ do the same. Instruct him to proceed with the idea that something in that advertisement can be used effectively by him in talking with a customer. He may even read a portion of the advertisement to the customer. Use

(Continued on Page 62)

## ILLINOIS ASSOCIATION OFFICERS FOR CURRENT YEAR



FRED W. von OVEN, Naperville, Ill.  
President Illinois Nurserymen's Association



HENRY C. KLEHM, Arlington Heights, Ill.  
Vice-Pres. Illinois Nurserymen's Association



LOUIS R. BRYANT, Princeton, Ill.  
Treasurer Illinois Nurserymen's Association

# AMERICAN NURSERYMAN

American Nursery Trade Bulletin



CHIEF EXPONENT OF THE  
AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

Published Semi-Monthly by  
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Chief International Publication of the Kind

## SUBSCRIPTION RATES

|                                 |   |   |        |
|---------------------------------|---|---|--------|
| One Year, in advance            | - | - | \$2.50 |
| To Foreign Countries and Canada | - | - | 3.00   |
| Single Copies                   | - | - | .30    |

ADVERTISING RATE, Per Inch - \$2.50  
Advertisements should reach this office by the 8th and 25th of the month previous to the date of publication.  
If proof of advertisement is desired, time should be allowed for round trip transmission.

ROCHESTER, N. Y., FEBRUARY 1, 1929

## FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammelled lines.

"The dean of Nursery Trade Journalists."—John Watson.

## IMPORTANCE OF THE TRADE PRESS

In a recent address to men connected with the press, President Coolidge said:

"Whatever has to do with the collection and transmission of information to the public is of the highest importance. It is gratifying to know that this great service to America is in the hands of men of ability and patriotism.

"There is a universal desire to serve the public in this capacity, not only interestingly, but candidly and helpfully. The fundamental institutions of our government scarcely ever fail to receive cordial support. The moral standards of society are strengthened and the intellectual vigor of the nation is increased and quickened by your constant efforts.

"The press is also an important factor in the commercial and industrial development of our country. It carries an amount of scientific information which stimulates both the production and consumption of all kinds of commodities.

"This service is always on the constructive side of affairs, encouraging men to think better, to do better and to live better. Reaching through it all, there is every assurance that today is better than yesterday, that tomorrow will be a better day than today and that faith is justified."

The "American Nurseryman" is highly indorsed individually and collectively by the American Association of Nurserymen and by more than a score of district and state trade associations in the United States and Canada.

## The Mirror of the Trade

### A STIRRING CALL TO ACTION

It is with particular interest that the American Nurseryman presents in this issue the address by President A. Cumming, Bristol, Conn., at the annual convention of the Connecticut Nurserymen's Association in Hartford last month.

This is one of the most important addresses of the entire winter convention season in the Nursery Trade. Indeed, it may easily prove to be the most important; for to the extent to which the Nurserymen of America apply in their business the principles enunciated in Mr. Cumming's address will be measured the degree of success that will result from the effort which has been, is being and will be expended on the national drive for Market Development.

The special interest of the American Nurseryman in this address lies in the fact that for the last twenty-five years this journal has been arguing, in and out of season, for exactly what Mr. Cumming has so logically and graphically outlined. It has, all these years, seemed impossible to get more than an occasional rise to the importance of this doctrine from members of the trade. The gist of the subject was emphasized in the stirring address by President T. A. Torgeson of the Prairie Nurseries, Estevan, Canada, at the annual convention of the Northern Retail Nurserymen's Association in Minneapolis last month, presented in full on pp. 30-31 of the Jan. 15 issue of the American Nurseryman, sounding the slogan: "Good measure, pressed down and running over"—in Service. A real kick into what seemed to be a somewhat listless industry is what Mr. Torgeson finds the A. A. N. Market Development Committee under the chairmanship of E. C. Hilborn has projected—an expression which fits conditions as this journal has found them. Perhaps the education of a quarter of a century, the laying down repeatedly of these principles, was needed as a basis for the action which has recently resulted. It has been regarded in some quarters as in advance of the time; but all can see now that much would doubtless have been gained if the arguments of the last two decades or more had been acted upon earlier.

A reading and re-reading of the highly analytical and wise counsel in Mr. Cumming's address will show what is to be done immediately, individually, collectively and comprehensively, in order to be ready to profit by the Big Opportunity that is opening up in the Nursery Industry. Too much time has been lost. Will there still be hesitation and an attitude akin to listlessness on the part of the rank and file? Certainly the progressive leaders who have spoken and who have acted see the light. Let the Connecticut association back up its able leader and still further point the way.

If we give good measure in 1929, it should be a good year—yes, an emphatically good year.—Roger W. Babson, Noted Statistician.

### NEWS OF THE CAMPAIGN

OVER 100 per cent in nineteen states is the record of the Nurserymen's Campaign Fund organization at the present writing (Jan. 14). The states in which the subscriptions have exceeded the quotas set aside for them and the percentages which they have marked up for themselves are the following: Canada, which went over the top, not being included in the count of 19:

|                             |                            |
|-----------------------------|----------------------------|
| Vermont . . . . .340%       | Ohio . . . . .148%         |
| North Carolina .280%        | New Hampshire .146%        |
| Kentucky . . . . .244%      | Illinois . . . . .135%     |
| New Jersey . . . . .206%    | Minnesota . . . . .125%    |
| Delaware . . . . .198%      | Kansas . . . . .124%       |
| Connecticut . . . . .180%   | Iowa . . . . .115%         |
| Missouri . . . . .170%      | North Dakota . . . . .111% |
| Canada . . . . .166%        | Wisconsin . . . . .103%    |
| Alabama . . . . .148%       | Nebraska . . . . .102%     |
| Massachusetts . . . . .148% | Pennsylvania . . . . .100% |

In other states solicitation for the \$600,000 fund to expand the Nurserymen's Industry is in progress but is not completed. The work is being carried along steadily, and the total to date is substantially over the minimum goal set.

The first issue of the "Advertising Bulletin", a service publication of advertising proofs and sales information, has been issued by campaign headquarters of the A. A. N. at Davenport, Ia. This is an attractive eight-page publication which carries to the campaign subscribers much detailed information. It is not a trade publication but a service sheet to A. A. N. Campaign Fund subscribers only.

Prof. C. E. Cary, educational director of the American Association of Nurserymen, covered four pages in the first issue of this bulletin to give timely suggestions to the industry. Prof. Cary has also addressed a number of state associations in the past few weeks and has given the members of these organizations his formal offer of assistance on the solving of all technical problems, also calling attention in his later talks to the success of the drive for the \$600,000 campaign fund to win a "Billion Dollar Market" for the Nurserymen's Industry.

The New York State convention in Rochester Jan. 9-10, the Illinois State Association meeting in Chicago Jan. 16-18, and the Western Ass'n. convention in Kansas City Jan. 30-31, have also been visited and addressed by Prof. Cary.

The insignia which denote backing of and subscription to the American Association of Nurserymen's four-year campaign for the "Billion Dollar Market" are now being sent out from campaign headquarters at Davenport, Ia. They are available in two sizes.

These insignia are artistically designed and are most attractive. They carry the slogan of the A. A. N., "It's Not a Home Until It's Planted".

In addition to these insignia, several hundred of which have already been sent out, campaign headquarters is also distributing to the subscribers individual spring-back binders in which to keep the monthly "Advertising Bulletins" which will be sent out. This will give the Nurseryman a handy file of valuable information in such form that he can use it advantageously.

Paul C. Lindley, whose new plant near Pomona, N. C., was illustrated recently [A. N. 1-1-29, p. 9] had an article on tidying up the landscape in North Carolina, his favorite subject in a special edition of the Raleigh Times in honor of the recent gubernatorial inauguration.



# New England and Eastern Associations

Report by Prof. Macoun on Interesting Work at Experiment Station in Ottawa, Canada  
—New England's Opportunities Are Outlined

## PENNSYLVANIA, NEW JERSEY AND EASTERN MEET IN TRENTON

### NEW ENGLAND NURSERYMEN'S ASSOCIATION

W. N. Craig, Weymouth, Mass., Secy.

Eighteenth annual convention of the New England Nurserymen's Association was held at the New Parker House, Boston, Mass., Jan. 22-23. An open session was held from 1:30 until 5:30 p. m., the first day featured by President Charles H. Adams' address, the annual reports of Secretary William H. Craig and Treasurers Frederick S. Baker and Donald D. Wyman and reports of committees. Harlan P. Kelsey, Salem, Mass., started a discussion on "What Will Be the Nurseryman's Policy During 1929."

On the second day there were reports of special committees and the election of officers. Addresses included one by Secretary E. I. Farrington of the Mass. Hort. Soc. on the centennial exhibition of that society March 19-23; "New England's Opportunities," by Dr. A. W. Gilbert, commissioner of agriculture for Mass.; "A Digest of Work at the Experiment Station, Ottawa, Canada," by Prof. W. T. Macoun, Ottawa. The outlook for new business in New England was discussed. Donald D. Wyman was elected president; Earl F. Hersford, vice-pres.; W. N. Craig, secy.

### ANOTHER ILLINOIS INNOVATION

The American Nurseryman which in the days of the flourishing of the fruit tree trade advocated inviting fruit growers to join the Nurserymen in a session devoted to the extension of commercial orcharding—especially since Nurserymen have repeatedly been honored by election to office in state horticultural associations—now rises to endorse the idea of the Illinois Nurserymen's Association in inviting to a joint session the garden clubs of the state, as was done at the Chicago convention of Illinois Nurserymen last month. The prompt acceptance of the invitation and the resulting interest on the part of both Nurserymen and club members lend emphasis to the suggestion by President Littleford that other Nursery trade associations may profitably adopt the idea.

This is but another of the many innovations for which the Illinois association is noted.

### EASTERN NURSERYMEN'S ASSOCIATION

F. H. Worsinger, Tacony, Pa., Secy.

The annual meeting of Eastern Nurserymen's Association will be held Feb. 8, at the Stacy-Trent Hotel, Trenton, N. J., beginning at 9:00 a. m. This is the day following the meetings of the Pennsylvania and New Jersey Nurserymen's Associations.

In addition to the election of new officers, there will be general consideration of the Japanese Beetle Quarantine regulations. The National Publicity Campaign and the question of free distribution of stock by state Nurseries are also on the program. A luncheon will be served at 1 p. m.

William Flemer, Jr., Princeton, N. J., is president; J. H. Humphreys, Philadelphia, vice-president; Fred H. Worsinger, Jr., Tacony, Phila., secretary; Albert F. Meehan, Dresher, Pa., treasurer.

Deferred Payment Plan—Sunshine State Nursery, Yankton, S. D., advertises that it features the deferred payment plan for purchase of Nursery stock.

| IMPORTATION OF STOCKS |           | CUTTINGS  |           | SCIONS |  | FISCAL YEAR ENDED JULY 1, 1928 |            |
|-----------------------|-----------|-----------|-----------|--------|--|--------------------------------|------------|
| Kind                  | England   | France    | Holland   | Italy  |  | 1927-28                        | 1926-27    |
| Apple                 | 525       | 4,086,800 | 2,915     | 214    |  | 4,091,221                      | 3,710,760  |
| Cherry                | 650       | 7,100,400 | 1,703     |        |  | 7,103,017                      | 6,874,780  |
| Grape                 | 13        | 940       |           | 25,400 |  | 27,274                         | 268,368    |
| Medlar                | 200       |           |           |        |  | 200                            |            |
| Nut                   |           | 23,300    | 1,415     | 35     |  | 24,750                         | 31,953     |
| Pear                  | 100       | 1,507,500 | 800       |        |  | 1,508,481                      | 1,468,991  |
| Plum                  | 12        | 1,028,200 | 602       | 19     |  | 1,028,853                      | 1,511,996  |
| Quince                | 30        | 540,900   |           |        |  | 540,920                        | 962,850    |
| Rose                  | 2,941,450 | 1,655,800 | 5,767,680 |        |  | 10,505,436                     | 12,011,510 |



CHINESE ELM  
(Ulmus Pumila)

16 year-old Chinese Elm on Chestnut Hill, Pa., trunk 62 inches in caliper, spread 40 feet, height 40 feet. Planted as a 2 year seedling from Arnold Arboretum.

## PLANT FOR PROFIT

### THE Chinese Elm

(Ulmus Pumila)

THIS most remarkable tree is making good in all parts of the country. Many beautiful specimens are found in Philadelphia, Washington, D. C., Maryland, on Long Island, in New England, Illinois and other central states, as well as on the Pacific Coast; proving that this Elm is as well adapted for moist climates as for the arid and semi-arid regions. Order your seedlings now, plant early in the spring and have salable trees next fall. Note these prices.

|                | Per 100 | Per M   | Per 10M  |
|----------------|---------|---------|----------|
| 9-12 inch..... | \$ 5.00 | \$40.00 | \$300.00 |
| 12-18 ".....   | 6.00    | 50.00   | 400.00   |
| 18-24 ".....   | 7.00    | 60.00   | 500.00   |
| 2-3 ft.....    | 8.00    | 70.00   | 600.00   |
| 3-4 ft.....    | 10.00   | 90.00   | 800.00   |

You will find the above seedlings splendidly rooted, thoroughly matured and "A. No. 1."

## WASHINGTON NURSERY COMPANY

TOPPENISH, WASHINGTON

# Campaign Details to Date From Headquarters

Enlargement on Plans Announced by Director Cary In "American Nurseryman"—  
Yard and Garden Contest Prime Feature—Home Planting Bureau

## AMERICAN ASSOCIATION BREAKS RECORD IN CAMPAIGN SUPPORT

Campaign Manager E. G. Naeckel, Before the Nurserymen's "Baby National" in Chicago

IT IS not the easiest thing to talk after such an address as Mr. Parlin has given you, for he has said so many pertinent things so well. I can best undertake to tell you some of the things we are doing for you in campaign matters. One of the clauses in the contract which your committee insisted upon provides that a minimum of \$150,000 annually, a total of \$600,000, must be secured—the entire four years' amount—before any advertising should be contracted for. This amount has been secured and it assures to the industry sufficient funds to carry on the campaign. Some one had to be campaign manager. That task fell to me.

In order to catch the closing forms of some spring editions of the big national publications it was necessary, in order to comply with the clause of the contract, to get out quickly and secure subscriptions to the total required amount before the middle of December or very soon thereafter, since the advertisements in question must be placed 60 to 90 days in advance of publication. For instance, the page advertisement to appear in the March issue of the Ladies Home Journal had to be placed and partly paid for before January 1st. I thank all for the splendid cooperation that has been given the Davenport headquarters. The A. A. N. president, the committees and the subscribers generally have for the most part come right to the front without hesitation and signed up. We are continuing the collections. There are a lot of states and individuals in other states to be seen before the field is covered. Men are now in Texas; others are cleaning up the lists in Wisconsin and other states which have not yet been thoroughly worked.

### Subscriptions From 80% of Solicitations

The experience in other industries in this line of work is that the campaign workers are lucky, indeed, if they get 60% of the subscriptions the first year. But we have secured subscriptions to the fund from close to 80-85% of the Nurserymen called upon! This is a most unusual, a remarkable result. And it must be remembered that 1928, generally speaking, was from 5% to 15% off in sales; there were exceptions, of course.

The over-production problem is pretty universal. On the Pacific Coast in the last five years a hundred thousand dollars worth of Nursery stock was burned up, it is estimated. There are only a few metropolitan centers where that problem does not come up.

But the biggest thing in the campaign is the demonstration that has resulted showing the united spirit pervading the trade. If there were to be not one penny in results in the way of added business as a result of the campaign, all the effort and all the money would be well spent, indeed, to have gained this united action. The trade is cutting out petty jealousy and Nurserymen are getting to know that they can work together. Cooperation is the cure for more problems than advertising. It is the cure for most of your evils.

What are you going to get for your money? The advertising committee met recently at Davenport headquarters and discussed details for placing advertisements and the preparation of the copy. (Here Mr. Naeckel exhibited charts showing schedules as prepared). Here are indicated plans for selling aids, general publicity, etc. Under the head of selling material, newspaper mats will be supplies for local advertising; employees' bulletins; educational booklets, signs; truck cards, etc. Up to a certain point much of this material will be supplied gratis to subscribers. Of course the amount so supplied will depend somewhat upon the amount of the subscription; that is to say, the campaign management cannot afford to send 50 truck signs to one who has subscribed \$100; so the percentage of free material will vary according to the amount of the subscription, upon which the cost of supplying the material may be based. The employees' bulletins will be divided into three major units: For the office force; for the field force; for the salesmen. There will be reprints of advertisements and other merchandising helps. There will also be employer's bulletin which will be sent once a month to subscribers from Mr. Cary's office. The Association has done a good thing in establishing an office for Mr. Cary who is secretary of the Market Development committee and acts

### Chicago Convention Attendance

Anderson, N. L., Chicago; Aukerman, Mark, Springfield, O.; Andrews, Howard C., Faribault, Minn.; Augustine, A. M., Normal; Averill, N. E., Dundee; Aldrich, Clarence, Farmington, Mich.; Acme Steel Co., Chicago.

Burger, A. H., Elgin; Broshat, Edward, Racine, Wis.; Bowden, E. H., Geneva, N. Y.; Baumhoefener, A. J., Cedar Rapids, Ia.; Beaudry, Wm. A., Chicago; Bell, Bruce, Oak Park; Bailey, J. V., St. Paul, Minn.; Buesch, Arthur, Buesch, Lester, Belleville; Barts, C. S., Painesville, O.; Becker, R. C., Western Springs; Bernard, A. F., Painesville, O.; Birney, O. C., Normal; Bergman, L. A., Chicago; Beaudry Nursery Company, Oak Lawn; Bohlander, W. F., Tippecanoe City, O.; Birks, G. S., Rockford; Bryant, Miles W., Bryant, Louise R., Princeton; Bernecker, Geo. R., Hinsdale; Byrd, Forrest W., Omaha, Neb.; Boyd, J. R., McMinnville, Tenn.; Bangs, K. W., Arlington Heights; Blair, Wm. A., Midlothian; Barlow, O. A., Lombard; Bollinger, E., Waukegan.

Crawford, W. B., LaPorte, Ind.; Conway, Harold, Rochester, N. Y.; Case, Harold M., Shenandoah, Ia.; Carpenter, Geo. B. III, Chicago; Custer, Frank, Normal; Chard, H. S., Cole, D. B., Painesville, O.; Cashman, T. E., Owatonna, Minn.; Cultra, A. J., Onarga; Congisky, B. F., Peoria; Carpenter, J. W., Carlstrom, Alfred F., Curry, J. A., Chicago; Chase, Henry B., Chase, Ala.; Corliss, J. M., Concord, N. H.; Colby, A. S., Urbana; Clavey, R. J., Clavey, Harry, Deerfield; Champion, A. N., Perry, O.; Cary, C. E., Davenport, Ia.; Chandler, Geo., Kansas City, Mo.; Cashman, M. R., Owatonna, Minn.; Cropp, Carl, Chicago; Carow, Louis J., Michigan City, Ind.

Davidge, T. H., Brooklyn, N. Y.; Davis, H. E., Anna; Drummond, W. A., Rosemond; Drake, E. B., Winchester, Tenn.

Edwards, Frank M., Milwaukee, Wis.; Erickson, C. R., Glenview.

Fisher, A. L., Onarga; Fortmiller, Paul, Newark, N. Y.; Flore, Chas., Highwood; Farber, P. H., Rochester, N. Y.; Field, H. D., Little Silver, N. J.; Fashbaugh, H. D., Monroe, Mich.; Frese, Geo. R., Quincy; Fraser, O. W., Fraser, John, Huntsville, Ala.; Faxon, R. B., Glenview; Field, Frank, Shenandoah, Ia.

Grevers, Theo., Boskoop, Holland; Gaswigne, Carl B., St. Joseph, Mo.; Gershon, A. S., Chicago; Griesa, T. E., Lawrence, Kan.; Greenwood, S. S., Rochester, N. Y.; Graham, Chas. V., Chicago; Gearhart, W. N., Monroe, Mich.; Gyllenhaal, Alvin G., Goerwitz, A. L., Glenview; Graham, L. G., Ottawa, Kan.; Glenn, P. A., Urbana; Great Western Bag Company, St. Louis, Mo.; Gorman, W. H., Madison, Wis.; George E., Graettinger, Ia.

Hook, A. J., Highwood; Hobbs, O. A., Bridgeport, Ind.; Hedderman, W. E., Painesville; Harms, B. J., Harms, John, Libertyville; Haupt, H. L., Hatboro, Pa.; Haight, R. J., Chicago; Hartkop, August H., Riverside; Harvey, H. P., Oak Park; Hanson, A. C., Wauwatosa, Wis.; Hemingway, Geo. R., Oak Park; Holzbog, W. C., Wauwatosa, Wis.; Heinroth, W. C., Winthrop Harbor; Hepley, U. C., Padesville, Wis.; Hill, A. H., Dundee; Houlihan, Joe, St. Louis, Mo.; Hillenmeyer, Walter, Lexington, Ky.; Hilborn, E. C., Valley City, N. D.; Ingels, Irwin, Lafayette; Ilgenfritz, W. F., Ilgenfritz, J. I. E., Monroe, Mich.; Ireland, J. F., Onarga; Ihrke, L. C., Dundee.

Jones, M. H., Chicago; Johnson, A. C., Williams Bay, Wis.; Johnson, Edwin, Hinsdale; Johnson, C. H., Chenoa; Jack, Elizabeth, Peoria.

Killmer Northern Nurs., St. Paul, Minn.; Klehm, Henry C., Arlington Heights; Kress, Richard, Deerfield; Klepetko, John, Cicero; Klehm, Gilbert J., Arlington Heights; Karl, Frank, Northbrook; Krill, C. A., Kalamazoo, Mich.; Kumlien, L. L., Dundee; Kadlec, Harry, Evanston; Kuehn, Frank R., Glenview; Kubratonic, Onarga; Korach, B., Midlothian; Kidwell, Alvin, Springfield, O.; Klehm, Geo., Arlington Heights; Klehm, Chas., Arlington Heights; Knopton, W. E., Chicago; Kallay, Charles, Painesville, O.; Kruse, Ernest, Wheeling.

Lyon, A. A., Belvidere; Leonard, A. M., Piqua, O.; Lederman, Anton, Wheaton; Longland, A. P., Dundee; Langeness, L. J., Lake City, Minn.; Lytle, C. H., Chicago; Loss, Benj., Lake City, Minn.; Littleford, F. J., Hinsdale; Lindquist, D. R., Chicago; Lake, Bert, Lake, Ralph, Shenandoah, Ia.

Mecklenburg, Ernst, Bensenville; Messager, H. S., Antioch; Mierisch, Max, Glenview; Mitchell Nursery Company, Owatonna, Minn.; Maloy, C. J., Rochester, N. Y.; Matzinger, Otto, Sterling; Mahahan, B. J., Detroit, Mich.; Meyerick, Geo. J., Chicago; Morton, James, Chicago; Munger, P. R., Normal; Marks, H. L., Manchester, Conn.; Mayhew, C. C., Sherman, Tex.; May, John, Waukegan; Malter, Harry, Springfield, O.; Marson, C. W., Chicago; McKay, W. G., Madison, Wis.

Newkirk, Mack, Monroe, Mich.; Nelson, Alvin E., Glenview; Naeckel, E. G., Davenport, Ia.; Nolte, Fred, Naperville; Natorp, Wm., Cincinnati, O.

(Continued on Page 61)



# Not Any Question==Not the Least Doubt

## Says Campaign Manager Naeckel As To Successful Results of the Campaign—May Be Year Before Returns Are Universally Noticeable

### BUT DON'T DOUBLE PLANTING BEFORE THINGS COME TO PASS

as a go-between for the committees and the advertising agency. He will have charge of the educational matter.

A loose-leaf cover will be supplied to each subscriber. All material from headquarters and Mr. Cary's office can be filed therein for repeated reference. One of the first things to go out will be the advertising bulletin from campaign headquarters to every contributor. This will be issued monthly and will familiarize the contributor with the progress of the campaign. It will contain minutes of the meetings of the advertising committee. All the cards are on the table face up, as we have said before. We want you to know just what is going on as the campaign develops. In this folder can also be filed groups of newspaper advertising mats.

As to general publicity, your advertising committee has already selected six magazines of national circulation in which advertisements will be placed for the coming March and April issues. Be on the lookout for them. Our campaign advertisements will reach every nook and corner of the country. Our tentative list of publications to be used had to be revised because of closing of forms before we could, under our contract, place any advertising. And other mediums than those listed will be used; the idea being to have a group of publications as the backbone of the campaign and another group to serve alternately, to the end that certain sections can be covered.

### Garden Contest Year Around Feature

The Yard and Garden Contest is a prime feature. It is to be national in scope. A separate office has been set up for it at headquarters. Civic clubs and newspapers have been circularized to get support for the Yard and Garden Contest. It is desired to have someone sponsor this in each community. Exact details will be given to those interested as to judging the contest, awarding prizes, etc. Rotary, Kiwanis and other clubs will be active in these contests, it is believed. Local and sectional prize winners will be tested out to compete for national prizes. The publicity resulting therefrom will alone be worth much more than it is costing us. On top of the Yard and Garden Contest plan and the magazine activity we are going to use a clipping service covering 2200 newspapers in one group and 900 in another group. The Yard and Garden Contest, it is proposed, will be an all-the-year-around feature. Also radio charts will be prepared, containing appropriate speeches of two-minute, four-minute and five-minute lengths, to be sent to radio stations. Four of these will go out in March.

It is reasonable to suppose that when other industries have met with remarkable success simply by the use of magazine advertising, the success of our campaign should be doubly insured by reason of these other features we have outlined. Your campaign is to include not only magazine advertising but the Yard and Garden Contest just referred to, the radio contest, the newspapers and the sales aids which are to be supplied to individual subscribers.

There is not any question—not the least doubt—that we are going to get results. But don't think that your doors are going to be broken down with orders at first. It may be a year before the real effect of this publicity will be universally noticeable. I know, however, that within a year you will report results and become enthusiastic. A warning: Do not make the mistake of spending your money now in doubling your planting and preparing for things before they happen.

### Will Become Very Familiar From Now On

The National Home Planting Bureau is to become very familiar to you from now on. It was decided best to have matter go out in the name of the National Home Planting Bureau, sponsored by the American Association of Nurserymen. When you see advertising or other matter relating to the National Home Planting Bureau you will know that this is what you have paid your money for. Also when you see reference to the National Yard and Garden Contest Association you will know that is your project. We cannot always use the name of the American Association of Nurserymen. That would be too much of a commercial touch on the whole proposition. If the question is asked who or what is back of the Yard and Garden Contest Association the answer is: "Why that is part of the National Home Planting Bureau."

(Continued on Page 66)

### Chicago Convention Attendance

(Continued from Page 60)

Olcott, Ralph T., Rochester, N. Y.; Oswald, W. L., Chicago.  
 Pinney, J. J., Ottawa, Kan.; Pottenger, Marshall, Deerfield; Proctor, H., Chicago; Patten, W. W., Putney, C. L., Charles City, Ia.; Pefley, John, Maywood; Pike, Charles, St. Charles; Perkins, Ralph, Newark, N. Y.; Palmgren, Arthur, Palmgren, Chas. A., Glenview; Prescott, W. H., Marengo.  
 Rice, T. R., Geneva, N. Y.; Ronell, John A., Chicago; Riebe, H. F., West Grove, Pa.; Reinhardt, Walter, Glenview.  
 Sizemore, Chas. A., Stark, Lloyd C., Stark, Paul C., Louisiana, Mo.; Siebenthaler, John, Dayton, O.; Skinner Irrigation Company, Troy, O.; Schwols, Walter, Dundee; Smart, W. J., Dundee; Stonehouse, E. M., Chicago; Schumaker, Paul J., Perry, O.; Schoff, E. G., St. Joseph, Mich.; Showers, Myron R., Shenandoah, Ia.; Simonsen, J., Glenview; Schroeder, A. E., Morton Grove; Schreiber, John, Benton Harbor, Mich.; Schaaf, Paul C., Indianapolis, Ind.; Searle, Geo. S., Rochester, N. Y.; St. Aubin, Eugene A., de Oak Park; Smith, Rodney, Smith, Vernon V., Smith, M. C., Maywood; Sherman, E. M., Smith, C. C., Charles City, Ia.; Schaefer, C. E., Lake City, Minn.; Singer, T. A., Milwaukee, Wis.; Singer, Max E., Milwaukee, Wis.; St. Aubin, Victor, Oak Park.  
 Tase, C. A., Cassopolis, Mich.; Theidel, Richard, Hinsdale; Tures, Matt, Des Plaines; Taylor, E. R., Topeka, Kan.  
 Verhalen, S., Scottsville, Tex.  
 Wallace, John A., Onarga; Welch, G. L., Welch, E. H., St. Joseph, Mo.; White, R. R., Detroit, Mich.; Watkins, L. M., Grand Rapids, Mich.; Wilmore, Chas. C., Denver, Colo.; Worthen, E. S., Sherman, Tex.; Worth, Clyde, Kankakee; Worlev, W. C., Henry; Weller, P., Holland, Mich.; Welch, E. S., Shenandoah, Ia.; Young, Maude S., Aurora.

### Chicago Convention Exhibits

Exhibits at the Illinois Nurserymen's Association convention included:

Genesee Press—Catalogues, folders in color—Rochester, N. Y.  
 Acme Steel Co.—Crate binders, etc.—Chicago.  
 A. M. Leonard & Son—Pruning tools, spades, etc.—Piqua, O.  
 George B. Carpenter & Co.—Twine, spades, etc.—Chicago.  
 Gilson Mfg. Co.—Power cultivators—Port Washington, Wis.  
 Ideal Power Lawn Mower Co.—413 W. Chicago Ave., Chicago.  
 Standard Oil Co.—Dendrol dormant spray oil—Chicago.  
 Swift & Company—Vigoro fertilizer—Chicago.  
 B. F. Conigisky—Salesmen's outfits—Peoria, Ill.  
 White Showers—Irrigating apparatus—Detroit, Mich.  
 D. Hill Nursery Co.—Evergreens—Dundee, Ill.  
 Shenandoah Nurseries—Apple seedlings—Shenandoah, Ia.  
 Skinner System—Irrigating apparatus—Troy, O.  
 Rosemont Nurseries—Rose plants—Painesville, O.  
 Naperville Nurseries—Evergreens, shrubs—Naperville, Ill.  
 Vaughan's Seed Store—Supplies—Chicago.  
 Henry C. Klehm—Lining-out stock—Arlington Heights, Ill.  
 Littleford Nurseries—Shrubs and roses—Hinsdale, Ill.  
 Western Stoneware Co.—Garden pottery—Monmouth, Ill.  
 A. B. Morse Co.—Illustrated catalogues—St. Joseph, Mich.  
 Barrett-Christie Co.—Nursery tools—Chicago.  
 Wood Shovel and Tool Co.—Piqua, O.  
 Onarga Nursery Co.—Lining-out stock—Onarga, Ill.  
 Conard-Pyle Co.—Rose plants, etc.—West Grove, Pa.  
 Verhalen Nurseries—Evergreens—Scottsville, Tex.  
 W. W. Wilmore—Colorado Blue Spruce—Denver, Colo.  
 Great Western Bag Co.—Burlap bags—St. Louis, Mo.  
 A. T. D. La Mare Co.—Books, etc.—New York City.  
 L. R. Taylor & Sons—Apple and pear seedlings, one-year cherry—Topeka, Kan.  
 Process Color Co.—Colored plates—Rochester, N. Y.  
 Kemp Mfg. Co.—Park and cemetery supplies—Erie, Pa.  
 Clinton Falls Nur. Co.—Cashman labor-saving machines—Owatonna, Minn.  
 Home Nursery—Arboretum in carlots—Lafayette, Ill.  
 Cutler-Downing Co.—Small fruit plants—Benton Harbor, Mich.

Say you saw it in American Nurseryman.

# Wail That Must Be Relegated to Brush Pile

**"Our Business Is Different" Has No Place In Today's Proofs That Nurserymen Can Win Exactly As Others Have Won**

**THAT IS BY STICKING TO BASIC LAWS OF BUSINESS BEHAVIOR**

**Educational Director E. C. Cary at the Big Mid-Winter Chicago Convention**

**M**R. HILBORN and Fellow Nurserymen: The opportunity to meet with you at this time is, indeed, a privilege and a pleasure, and I appreciate it. I have looked forward to this convention with considerable interest. For many years past, I have heard of your splendid organization and its annual "Baby National," and have wanted to see it for myself. Now that I am here, I can truthfully say that you have lived up to all the advance notices sent out.

This visit has enabled me to renew old acquaintanceships, and I hope friendships, not only with those with whom I had been associated in a business way, but particularly those whose splendid cooperation I received while traveling about the country in the interest of the National Campaign. Then, too, this is a sort of "homecoming" for me, for I first saw the light of day in this state. Now that I have become a "Hawkeye" neighbor, I trust I may see more of you.

I rather expected that the "standing room only" sign would be in evidence at this time, for the title of my little discussion would seem to intimate to the reader that Cary had some magic formula to elucidate, which when applied to the Nursery business would assure all of increased Nursery profits. I wish it were possible to present such a scheme. I am sure my fortune would be made, and yours, too. However, I am going to exercise the usual prerogatives of a speaker and talk about many things quite apropos at this time.

## Emphasis Now on Distribution and Merchandising

If a business physician were called in to diagnose our ills and prescribe for their betterment or cure, I feel sure his mandate would read something like this:

"Join 600 representative Nurserymen in the National Advertising and Publicity Campaign. Repeat the dose every six months for four years."

Most of you have already had the prescription filled, so a second prescription is in order.

"Having joined the Nurserymen's National Campaign make every possible use of its materials and redouble your own efforts to insure increased profitable business."

This all sounds simple, but it is not as simple as it sounds. It takes us right back to the fundamentals of our business methods and conduct at this time; therefore a review of those fundamentals or some of them, at least, would seem to me very important.

In common with most other industries, our problems are primarily twofold. First, problems of production. Second, problems of distribution and merchandising. Proper and sufficient financing management and so forth are assumed.

In the Nursery business, we have and always will have vital production problems. Considerable attention has been given to that phase, however, not only by yourselves, but by the government agricultural experiment stations, research laboratories and other agencies. They are doing a wonderful work; and you are, or should be, taking advantage of it. I do not contend that too much emphasis has been put upon this important part of the business. What I do contend is that we have not put as much emphasis as we should on distribution and merchandising.

## Producing More Than Public Is Using

No more stock than the buying public can and will use is being produced, but in every section of the country which I have visited the last five months more stock than the public is using is certainly being grown. Remember, I must speak of the industry as a whole, not of any particular part of the country, nor any special type of business or of stock.

What is the solution? Simply this (not simple for it has many ramifications): We must bend our every effort toward increasing the desire for and need for our products on the part of the buying public. This is a problem of distribution and merchandising, of market development in all its complex, though orderly parts. For orderly it must be, if the benefits derived are to be sound and as near permanent as it is within our power to make them.

(Continued on Page 64)

## KENTUCKY NURSERYMEN'S ASSOCIATION

Alvin W. Kidwell, St. Matthews, Secy.

Following is the program for the fourth annual convention of the Kentucky Nurserymen's Association Jan. 31 at the Lafayette Hotel, Lexington, Ky.:

"Suggestions for the Improvement of Kentucky Nurseries," Eugene Simpson, Nursery Inspector, Kentucky Agricultural Experiment Station, Lexington.

"Experiences and Advice of a Contracting Landscape Architect-Nurseryman," A. L. Heger, Dixie View Nurseries, Covington.

"Propagation—Some of the Fundamentals Necessary for Success," R. L. Hagg, Haag's Nurseries, Jeffersonton.

"New State Arboretum and Its Possibilities," Harry Lindberg, Landscape Gardener, University of Kentucky.

"Constructive Ideas for the Beautification of Public Grounds, Streets, and Highways," Chas. F. Strassner, Sales Manager, Hogg-Montgomery Co., Frankfort.

"Lawn Planting and Its Relation to Architecture," M. E. Bottomley, Prof. Landscape Architecture, University of Cincinnati.

"Some State Needs of Ornamental Horticulture," Ben E. Niles, Sec., Kentucky Horticultural Society, Henderson.

"Plans for National Nursery Advertising," Walter W. Hillenmeyer, Chairman, Advertising Committee, American Association of Nurserymen, Lexington.

Topics of Interest.

Reports of committees and secretary.

Election of Officers.

Present officers are President, Louis E. Hillenmeyer, Lexington; vice-president, R. L. Haag, Jeffersonton; secretary, Alvin W. Kidwell, Sparta; treasurer, D. L. Dew, St. Matthews; committeeman, J. F. Donaldson, Sparta.

## How To Make Most of It

(Continued from Page 57)

the advertisement in the March issue as long as it is current, for a sales argument. When the next advertisement comes out, treat it in the same way. Every piece of copy will be new; merchandise it. Put up the advertisement in your windows, tie up its message in the stationery you use. In every way use it as a sales medium to get business for your concern.

"And above all, do not be super-critical. Don't pick imaginary flaws here and there. For instance, don't say: 'The peak of the gable on the house surrounded by trees in the picture is too steep. That tree on the left-hand side ought to be taller and that tree on the right-hand side ought to be shorter.' You're not going to get anywhere that way. The proposition and the great broad general effect is too big for picayune fault-finding. You had better not advertise at all if you cannot get above that. You had better save your money for some other purpose. When you go whole-heartedly into an advertising campaign, with full confidence in the man or men you have selected to handle the great mass of details, you are absolutely sure of success."

Efficiency is a characteristic of trees. They first adopted the loose-leaf system and reduced the science of branch management to perfection—Gene Morgan in Chicago Daily News.



## Choice Broad-leaved and Coniferous EVERGREENS

in Lining out and Specimen Sizes

Special price on small size Nandina domestica and Cedrus deodara. Write for wholesale catalogue and list of rooted cuttings.

T. KIYONO

Crichton,

Alabama

## SHORT ITEMS For Your Spring Trade

are being picked up rapidly and are getting very scarce.

Better let us price your want list while we still have a good assortment.

**Onarga Nursery Co.**

CULTRA BROS., Mgrs.

ONARGA, ILLINOIS

## SPECIAL A Loose Leaf PLATE BOOK

At the Price of a Map  
80 COLORED PAGES

Special Sample Price \$2.00

PROCESS COLOR PRINTING CO.

Formerly CHRISTY, INC.  
Searle Bldg. ROCHESTER, N. Y.

## THE F. E. SCHIFFERLI & SON NURSERIES Fredonia, Chautauqua Co., N. Y. Established 1890

We offer for Fall and Spring a very large and complete assortment of  
**FREDONIA GROWN GRAPE VINES, CURRANTS, GOOSEBERRIES**  
Everything we offer is of our own growing and will be graded up to our usual high standard that we originated and adopted many years ago and has made many everlasting customers, and our business a success.  
We invite your inquiries.

## PORTLAND ROSES

2-Year, Field-Grown, Budded Stock

BROADLEAVED EVERGREENS CONIFERS  
FLOWERING SHRUB ROCK PLANTS  
HARDY PERENNIALS HARDY VINES

Ask for New Price List Just Off the Press

## MOUNTAIN VIEW FLORAL COMPANY

Office: 341 E. 72d Street S.

Portland, Oregon

## The Westminster Nursery Westminster, Md.

Offers in carload lots or less:

CALIFORNIA PRIVET  
One and two year grades  
ASPARAGUS AND RHUBARB  
One and two year grades  
SHRUBBERY AND PERENNIALS  
In excellent assortment  
EVERGREENS

A large supply of Thuya Pyramidalis, also lining out stock.

Attractive prices will be quoted. Send us your want list.

## PECAN TREES

CAR LOTS our specialty, but we accept orders from nurserymen for any number of trees. Also have Satsuma Orange trees.

**Simpson Nursery Co.**

Monticello, Fla. Established 1902

## BOXWOOD

Young's Boxwood and  
Evergreens

FOR LINING OUT

My service and stock will please you.

Write for Wholesale Trade List

**ROBERT C. YOUNG**

Wholesale Nurseryman  
GREENSBORO NORTH CAROLINA

## JOSEPH S. MERRITT Hydrangea Specialist

COLGATE, BALTIMORE, MD.

## BOYD GROWN

HARDY SHRUBS  
AMUR RIVER NORTH PRIVET  
CALIFORNIA PRIVET  
FOREST & SHADE TREES  
BARBERRY  
COMPLETE LINE

Lining Out and Larger Sizes  
Send Your Want List for Quotations  
Write for Trade List Let's Do Business

**Forest Nursery Co., Inc.**  
MCMINNVILLE, TENNESSEE

## NORWAY SPRUCE BLACK HILL SPRUCE ORIENTAL SPRUCE WHITE SPRUCE

Specimens in all varieties up to 5 ft.

**BUXUS SEMPERVIRENS**

10-12 in.—12-15 in.—15-18 in.

VERY BUSHY AND HEAVY

Can Furnish Same in Carload Lots

Will have several thousand

**CUTLEAF WEEPING BIRCH**

to offer for Fall and Spring delivery

4-6 ft.; 6-8 ft. sizes

**The Independence Nurseries Co.**

INDEPENDENCE, OHIO

TREE SEED SHRUB

## SEED

**SHI PING CHI & CO.**

Y. 791, N. Szechuen Rd., Shanghai, China

## GRAPE VINES

Concord 2 yr. No. 1 and 1 yr. All varieties of Strawberry plants including Mastadon. Also Cumberland B. R.; Cuthbert, King, St. Regis R., and Eldorado B. B., root cuttings and sucker plants.

**ESSIG NURSERY**

BRIDGMAN, MICHIGAN

American Linden Seedlings  
Villosa Lilac Seedlings  
Evergreen Seedlings and  
Transplants

Cut Leaf Birch White Birch  
Latham Raspberry Plants

**J. V. Bailey Nurseries**

Daytons Bluff Sta. St. Paul, Minn.

## EVERGREENS—Fine Specimens

Rhododendron Max and Mountain Laurel. Select Stocky Clumps, 2 to 3 ft., 25 for \$14.00, per 100 \$50.00. Juniper Virginiana and Canada Hemlock: 8 to 12 ins., per 100, \$5.00; per 1000, \$40.00. 1 1/2 to 2 1/2 ft., per 100, \$25.00.

Well packed. Cash please.

**Rhododendron Supply Company**  
DOEVILLE, TENN.

**BLACK BERRY PLANTS** 25 Thousand T root plants, the leading variety for all purposes. Strong, healthy plants, state inspected, only \$15 thousand. \$12.50 thousand in 10 M lots. Could ship direct to your customer under your label if wanted. Order today from this ad.

PAYNE FARMS, Dept. B.N., Shawnee, Kan.

## THIS SPACE \$5.00 Per Month

Under Yearly Term

Including publication 1st and 15th.

TWICE A MONTH AT SINGLE RATE

**Chief Exponent  
of the Nursery Trade**

# Ultimate Consumers Are Gods of the Market

Propitiating Them Has Caused Mighty Undertakings at Great Profit—The Nurseryman's Competition Is Not Within His Own Industry

## BASIS OF COMPETITION IS NOW THE QUESTION OF SERVICE

Director E. C. Cary, Educational Bureau, A. A. N., at Chicago Convention

(Continued from Page 62)

We complain that our business is **different**, intimating thereby that fundamental and therefore sound business principles and practices are not applicable to our industry. Gentlemen, that wail must be relegated to the brush pile along with antiquated methods of propagation, packing, and so forth. We say our business is different only to be shocked by the disclosure that all other successful profitable businesses are what they are because of their sticking to those basic laws of business behavior; only to wake up to the fact that those Nursery firms which have gone forward are applying the self-same principles which other industries are using to succeed.

This is justifiable and constructive criticism, if such it is. I take it as a statement of fact, not fancy. We have conducted our business so different, (generally speaking, mind you), that we are not today holding the high place we should in business circles. But being red-blooded Americans we are from now on, let us hope, going to present a united front, go forward to a common good for all, and take our rightful place in the scheme of things.

The buying public has been real good to us for a number of years and a number of reasons. They have put up with a lack of uniform practices on our part that have well nigh broken the camel's back. It is high time we turned the tables, put ourselves right with our fellow Nurserymen, ourselves, and the buying public.

We are all dependent upon the ultimate consumer, the home owners of America, for any increase in profitable business. It is their graces we must court whether we be wholesalers or retailers. But there must be orderliness in this flow of our goods from producer to consumer. Each man must play his part and aid the other man in his.

I quote from an editorial in Nation's Business for January, 1928: "Your fate lies not in the stars, dear Brutus, but with the gods who made them."

The modern business man has sensed this, and propitiates the gods who control his fate by advertising. Who are these gods? The ultimate consumers and they **want** to be told.

Telling them has brought mahogany logs down the Amazon to make bedroom furniture for a Kansas City bride; has converted Chile copper into a telephone wire that keeps Nome, Alaska, in touch with civilization all the year round; has turned Michigan iron into agricultural machinery which makes Egyptian fields white with cotton, has lightened the dark nights of the Chinese coolie with Pennsylvania-made kerosene lamps, and has brought the producer and his real markets closer together, everywhere.

A few years ago the grower was satisfied just to sell his stock to a middleman, taking his chances on said dealer's ability to reach the ultimate consumers. Today he must help in cultivating that market by rendering every assistance to his dealer, the retailer. Only in this way can he increase both his own and the retailer's profits.

"For the ultimate consumers hold the keys to the whole situation, production as well as distribution. They are the gods of the markets. It pays to propitiate them." In fact, we must do so.

People are now more commonly able to buy what they want. It is our problem to get our goods wanted. Our competition is not within our own industry; it is emphatically with all other industries seeking to sell their products to the buying public. Our public as well as theirs. The consumer decides between evergreens and a colored bathroom, not between the evergreens of John Smith and those of Harry Jones. He decides between another automobile and "well planted home grounds," not between your service and mine.

The time is now here when we must beat our hammers and swords into plow shares, hitch up the team of cooperation and cultivate thoroughly the fields of ultimate consumers.

It can be done. Others have done it. We can do it. This is no time to hide our lights under a bushel basket or a burlap sack. Ours is the task to shout from the house tops that "It is not a home until it is planted," until it is well planted. To put our own methods in time with the times.

(Continued on Page 68)

### OKLAHOMA NURSERYMEN'S ASSOCIATION

W. E. Rey, Oklahoma City, Secy.

Oklahoma State Nurserymen's Association met January 18, at the Huckins Hotel, Oklahoma City. In absence of President J. T. Foote, Durant, the meeting was called to order by the Vice-President, J. F. Sneed, Muskogee. The program was presented as published [A. N. 1-15-29, p. 33].

The outstanding number on the morning program was a lecture by Professor Shuhart of the A. & M. College, Stillwater, on Landscape Gardening. V. L. Rushfeldt, Albert Lea, Minn., outlined the plans for the National-Wide Advertising Campaign of the A. A. N.

Election of officers resulted as follows: President, J. Frank Sneed, Muskogee; vice-president, Leo Conard, Stigler; secy.-treas., Mrs. W. E. Rey, Oklahoma City. T. R. Stemen, teacher of botany in the Central High School, discussed preservation of wild flowers, with illustrations of mounted specimens he had gathered in different parts of Oklahoma. H. N. Wheeler, of the U. S. Forestry Department gave an interesting talk on making the city beautiful, road-side planting, reforestation and the destruction caused by fire. All present said this meeting was one of the best the Association has had. Those attending were as follows:

W. T. Fain, Bethany; Geo. A. Todd, Bradley; Mrs. O. S. Jackson, El Reno; Ed Volen, Garber; J. Frank Sneed, Muskogee; E. V. Back, Back's Nursery, Oakwood; W. M. Benet, C. Y. Higdon, A. G. Hirsch, A. L. Luke, J. A. Maddox, Mrs. Janie Gwin Matson, Mrs. H. S. McClenahan, Mr. & Mrs. A. B. McFarland, Rev. E. C. Mobley, R. E. Montgomery, Geo. R. Phillips, State Forester, Mr. & Mrs. W. E. Rey, J. F. Semtner, Star Nurseries, Dave Shackelford, Times Reporter, T. R. Stemen, Botany Teacher, H. C. Whitehouse, N. D. Woods, G. A. Nichols Co., Oklahoma City; A. D. Britt, City Nursery & Landscaper, Okmulgee; P. J. Bellinghausen, H. C. Hatashita, Ponca City; T. A. Milstead, Okland Smith, Shawnee; Leo Conard, Stigler; G. W. Cockran, Prof. Hort. Dept., D. V. Shuhart, Dept. Horticulture, Okla. A. & M. College, Stillwater; Jim Parker, Tecumseh; B. C. Hays, Wynnewood, Okla.; Hugh Britt, Rogers, Ark.; J. L. Crady, Simpson Nursery Co., Monticello, Fla.; L. W. Lawson, Prairie Gardens Co., McPherson, Kan.; L. C. McCartney, T. G. Rogers, Winfield, Kan.; Mt. Hope Nursery, Mt. Hope, Kan.; Paul Fritchard, Willis & Co., Ottawa, Kan.; L. R. Taylor, Topeka, Kan.; R. O. Dawson, V. L. Rushfeldt, Albert Lea, Minn.; W. A. Shell, Griffing Nurseries, Beaumont, Tex.

### Joint Garden Club Meeting

Much interest was taken by the Nurserymen in the innovation at this year's convention of the Illinois association—the joint meeting on the last day of the convention with representatives of the garden clubs of Illinois. A greeting was extended by Mrs. Frederick Fisher, president of the Garden Clubs of Illinois. The program included addresses by Mrs. O. W. Dynes, Hinsdale, Ill.; Mrs. Nellie B. Allen, landscape architect, and H. Teuscher, botanist of the Morton Arboretum. The value of meetings of Nurserymen with garden club members for the promotion of mutual interests was clearly demonstrated.

**Never Is Questioned**—A special despatch to the New York Herald-Tribune during the convention of the N. Y. State Nurserymen's Association said: "The convention brought together men who bear reputations as serious-minded scientists whose authority on plant grafting, spraying and horticultural eugenics never is questioned."

That is something for the trade to measure up to—especially in National Publicity limelight.



**WANTED-** American Elms; Norway and Sugar Maples; Pin, Red and Scarlet Oaks; American and Oriental Planes; Ginkgo (staminate); Hackberry and Basswood. Sizes in caliper 1 1-2 to 1 3-4 in.; 1 3-4 to 2 in.; 2 to 2 1-2 in. In quoting indicate quantity available, size and price.  
**ALLEN NURSERY COMPANY, ROCHESTER, N. Y.**



### SURPLUS LIST

Showing  
**CELLAR COUNTS**  
*Ready January 15th*

All of our High Grade  
**DECIDUOUS SHRUBS**  
**HEDGE PLANTS**  
**FRUIT TREES**  
 and  
**ROSES**

Are now in our Frost Proof Cellars.

ASK FOR YOUR COPY

**HUNTSVILLE WHOLESALE NURSERIES**  
 HUNTSVILLE, ALABAMA

### Bulletin No. 1

is ready. A copy should be on your desk. It's crammed full of good things, both new and old and popular and desirable. Prices are right—here's a sample so you can judge for yourself:

|                                    | Per 100 |
|------------------------------------|---------|
| Catalpa Bungei, 5-6 ft. ....       | \$60.00 |
| " " 4-5 ft. ....                   | 40.00   |
| Silver Maple, 1 1/2-1 3/4 in. .... | 65.00   |
| " " 8-10 ft. ....                  | 45.00   |

Of course we have everything else too and our service can't be beat. Ask the man who uses it.

**A. WILLIS & COMPANY**

Wholesale Nurserymen

OTTAWA, KANSAS

### E. P. BERNARDIN Parsons Wholesale Nurseries

PARSONS, KANSAS

Established 1870

#### Specialties

Amoor River North Privet, 2 yr.,  
 2-3 and 3-4 ft., well branched.  
 Bungei Catalpa, 4 1/2-8 ft. stems.  
 Lombardy Poplar, 5-6 to 10-12 ft.  
 Thurlow Willow, 5-6 to 10-12 ft.  
 Lonicera Bella Albida, 2-3 to 5-6  
 ft.  
 Deutzia Pride 2-3 to 5-6 ft.  
 Forsythia Asst., 2-3 to 4-5 ft.  
 Tamarix Asst., 2-3 to 5-6 ft.  
 Purple Wisteria, 2 & 3 yrs.

**EVERGREENS**—Biotas and Junipers, in good supply.  
 Early Harvest B. B. root grown plants.  
 Long list of Ornamentals in generous supply.

#### MUGHO PINE, for spring delivery

6-8 in., 3 yr. X, per 100, \$7; per 1000, \$65  
 4-6 in., 3 yr. X, per 100, \$5; per 1000, \$45  
 2-4 in., 3 yr. X, per 100, \$3; per 1000, \$25  
 2-4 in., 2 yr. S, per 100, \$2; per 1000, \$14  
 1 year seedlings, per 100, \$1; per 1000, \$8  
 Cash, please. Packing free. Ask for list.  
 Ontario St. C. BOOY Springfield, Mass.

### NOTICE

To all American Nurserymen and Seedsmen desiring to keep in touch with commercial horticulture in England and the continent of Europe. Your best means of doing this is to take in the

#### HORTICULTURAL ADVERTISER

Our circulation covers the whole trade in Great Britain and the cream of the European firms. Impartial reports of all novelties, etc. Paper free on receipt of \$1.50 covering cost of postage yearly. As the H. A. is a purely trade medium, applicants should, with the subscription, send a copy of their catalogue or other evidence that they belong to the nursery or seed trade.

Established 1883

W. A. LTD., Loddham, Nottingham, Eng.

### BEFORE PLACING YOUR ORDER

Give us the opportunity to quote you on your wants. Stock offered is of our own growing. It will be handled properly, graded carefully, and priced right. We think we can save you money and are sure you will be well pleased with the quality of our stock.

#### WE OFFER:

##### APPLE SEEDLINGS

From American, French and German seed

##### PEAR SEEDLINGS

Japan, Ussuriensis, and German Wild Pear

##### APPLE and PEAR GRAFTS

##### FOREST TREE SEEDLINGS

Catalpa, Elm and Maple

##### FRUIT TREES

Apple, Cherry, Peach, Pear and Plum

##### SHADE and ORNAMENTAL TREES

##### AMOOR PRIVET

##### SPIREA VAN HOUTTI

##### HYDRANGEA PANICULATA

**J. H. SKINNER & CO.**

Topeka, Kansas

### ROSES

400 Varieties—12 months.  
 1 year 2 1/2-inch for lining out, etc.  
 2-year, 4-inch for plantings. Own roots.  
 Get Our Big Price List



#### EUROPEAN SYCAMORE ROOTED CUTTINGS

2-3 ft.; 18-24 in.; 12-18 in.; 8-12 in.

#### MAPLE BEND NURSERY

T. B. WEST & SONS

PERRY, OHIO

#### A DEPENDABLE DIGGER

at a reasonable price

Write for a descriptive circular and prices

"Yours for growing satisfaction"

NEOSHO NURSERIES, Neosho, Missouri

### That Famous Conn. Valley LINING OUT STOCK

We have a long list of LINERS but are only listing a few. It's quite likely that we can do your entire list.

#### FRENCH CRAB APPLE SEEDLINGS

(Own Growing)

#### ROSA MULTIFLORA JAPONICA

About cleaned up on 4/6 MM but have a surplus in several other grades.

#### HOLLAND MANETTI, RUGOSA and MULTIFLORA

A small surplus. Better cover now—you might be disappointed if you wait until Spring.

#### HYDRANGEA P. G.

(True Type) in Rooted Cuttings.

#### SYRINGA,

Vulgaris in 1 & 2 yr. Seedlings

#### WEIGELA,

All varieties, F. R. C. & Transplants.

#### BERBERRY THUNBERGI,

1 & 2 yr. Seedlings

A small surplus in 6/9 and 9/12", 1 yr.

#### BRANCHED SEEDLINGS

#### LIGUSTRUM AMURENSE,

Rooted Cuttings

#### LIGUSTRUM IBOTA,

1 & 2 yr. Seedlings

Ideal for grafting Hybrid Lilacs.

#### AMPELOPSIS VEITCHI,

1 yr. Seedlings

#### CLEMATIS PANICULATA,

2 yr. Transplants. FINE PLANTS.

#### LONICERA HALLEANA,

1 yr. Transplants

Several Specials in Salable Sizes  
 on Page 68

**C. E. WILSON & CO., Inc.**  
 MANCHESTER, CONN.

### THIS SPACE

**\$5.00 Per Month**

Under Yearly Term

Including publication 1st and 15th.  
 TWICE A MONTH AT SINGLE RATE

**Chief Exponent  
 of the Nursery Trade**

## "How Much Does It Cost to Belong to This?"

Asked a Thoroughly Sold Nurseryman When Manager Naeckel Concluded His Chicago Address—"One-Half of One Per cent of Gross Sales" Was Reply

### THEN THE MANAGER NAECKELED DOWN TO SIGNING 'EM UP

(Continued from Page 61)

We are going to get a list of sponsors for this Yard and Garden Contest feature that will amount to something. No name will be too big. We are going to get the biggest in the United States interested in this feature.

The publications to be used at the outset are: Country Gentleman, Ladies Home Journal, Farmer's Wife, Better Homes and Gardens, House and Garden. It was intended to include Good Housekeeping and McCall's Magazine; but forms for those publications closed before the minimum subscription quota had been secured. Advertisements will be run in full-page space and half-page space. In certain magazines, those having three columns to the page, for instance, two-thirds of a page (that is to say, two of the three columns) can be used to practically as good advantage as an entire page, since the two full columns advertisement dominates the page. The national magazine advertising will be done in the selling seasons, spring and fall. In the summer the work will go on through the agency and landscape lines. It is expected that nine magazine issues a year will be used.

A voice—"How much does it cost to belong to this?"

Mr. Naeckel—"I'll see you outside." (Laughter). "If there are any here who have not subscribed, let us talk with you. The subscriptions are based upon one-half of one per cent of sales volume per year. No difference is made as regards classes of business in the industry. The more funds we have the more we can do. After a great deal of discussion it was decided that one-half of one per cent of gross sales volume should be the established rate, regardless of whether the subscriber is a grower, a wholesaler, a retail, catalogue or agency man. The association committee worked three days and nights on this subject and always it had to come back to one-half of one per cent on gross sales volume.

**More Campaign Addresses**—L. W. Ramsey of the L. W. Ramsey Co., Davenport, Ia., and Director C. E. Cary of the Educational Bureau explained details of the National Publicity Campaign at the annual convention of the Western Association of Nurserymen in Kansas City, Mo., Jan. 30-31. The message will be presented at the Eastern Nurserymen's Association by President William Flemer, Jr., of the A. A. N. It was given by Paul V. Fortmiller of the executive committee of the A. A. N. at the New England Nurserymen's convention this month. Director Cary was listed for Campaign addresses at the conventions of the Michigan, Ohio and Western Canada Nurserymen's Associations.

#### E. M. Whitford

Edward Maxson Whitford, born in Adams Center, N. Y., March 23, 1849, died in Farina, Ill., Dec. 14, 1928, at the home of his son, A. M. Whitford. He went to Farina in 1867, engaging in agricultural pursuits which he followed until failing health forced him to retire from active service. He was a pioneer in the strawberry business, shipping strawberries to the Chicago market in 1870. He developed a large commercial orchard and one of the few chestnut orchards of the middle West.

**Legislators Inspect Nurseries**—A two-day tour of inspection of Pennsylvania forest lands was made last month by the Wisconsin legislative committee on forestry and public lands.

**SPIREA VANHOUTTE**  
2-3 ft., 3-4 ft., and 4-5 ft. in quantities.  
**HYDRANGEA ARBORESCENS**  
18-24 in. and 2-3 ft.  
**HYDRANGEA PAN. GRAND.**  
18-24 in. and 2-3 ft.  
**BERBERIS THUNBERGI, CALIFORNIA**  
PRIVET, and all other SHRUBS in a good assortment.  
**WISC. WEeping WILLOWS**  
6-8 ft. and 8-10 ft.  
**FRUIT TREES, GRAPE VINES, and**  
**SMALL FRUIT PLANTS**  
"WEST has the BEST"  
**T. B. WEST & SONS**  
PERRY, OHIO

**Peach Pits**  
**The Howard-Hickory Co.**  
HICKORY, N. C.

**WATERPROOF PAPER LABELS**  
Red or White, Plain or Printed  
Sample Free  
**OHIO NURSERY CO.**  
Elyria, Ohio

**SPECIAL**  
Anyone wanting Peach will do well to write us. Will make Special Prices. We also have one- and two-year Apple.  
Heavy Pecans, 4-5 ft. up to 7 and 8 ft. Japan Persimmons.  
**Commercial Nursery Co.**  
DECHERD, TENN.

**STANDARD GARDEN TRACTOR**  
Plows, Seeds, Cultivates, Mows Hay and Lawns.  
A powerful Tractor for small farms, Gardeners, Florists, Nurseries, Fruit Growers and Poultrymen.  
**DOES 4 MEN'S WORK**  
Walking and Riding Equipment  
Free Catalog. Does Belt Work.  
**STANDARD ENGINE COMPANY**  
3242 Como Ave. Minneapolis, Minn.  
Eastern Branch 204 Cedar St., New York City

**FOR SALE** Norway, Sugar, Silver, Sycamore and Oriental planes, 6-8 ft.; Pyramidalis and American arborescences, 2-3 ft.; Boxwood, Rhododendron, etc.  
**E. W. JONES NURSERY CO.**  
WOODLAWN, VA.

**DIGITALIS** White, Purple, Rose, Yellow  
Write for list of PERENNIALS, GRAPE VINES, BERRY PLANTS, Etc.  
**JOHN H. TSCHETTER**  
SPENCERPORT, N. Y.

**COLOR PLATES**  
Floricultural Illustrating Co.  
800 North Clark Street CHICAGO  
RECOGNIZED AUTHORITIES ON FLOWER, FRUIT AND VEGETABLE ART

**Hill's Evergreen Plate Book**  
50 four-color process prints from photographs, 40 Evergreen pictures, 10 Shrub pictures. Size 5 1/4 x 9 in. Loose leaf. Cloth binding, \$3.75. Leather, \$4.50. Post-paid. Great help in selling. Order for your salesmen. Money refunded if not satisfied.  
**D. Hill Nursery Co.**  
Evergreen Specialists - Largest Growers in America  
DUNDEE, ILL.

**THIS SPACE**  
\$2.50 Per Month Under Yearly Term Contract  
58 Cents Per Week  
Less Than Yearly: \$2.80 Per Month

**"Concentrate on Sales and Not Production"**  
—Wm. Flemer Jr., President A. A. N.

### THE AMERICAN ASSOCIATION OF NURSERYMEN

Is accomplishing much for the Nursery Trade.  
With a record of fifty-two years of service.  
Practical departments and active committees.  
National conventions of inestimable value.  
President, Wm. Flemer, Jr., Princeton, N. J.

Unite with Seven Hundred Representative Nurserymen throughout the country to protect your interests and advance your business. Only Nurserymen of high ideals are eligible to membership.

Vice-President, A. M. Augustine, Normal, Ill.

Write **CHARLES SIZEMORE**, Secretary, Louisiana, Mo., for full particulars.

Convention Date: Boston, Mass., July 16, 1929



## The Preferred Stock



### LINING OUT STOCK!

Occasionally Perk says something that's worth repeating. He got off one of his semi-annual remarks the other day and I'm going to let you have it just the way he said it:

PERK: "Jack, did it ever occur to you that we've got one of the finest collections of lining out evergreens in the country today?"

ME: "Yea, I know that. What about it?"

PERK: "Did it ever occur to you our customers might like to know about it?"

ME (exasperatingly): "Again, yes. Go on."

PERK: "Then, why don't you tell 'em, you elongated bean pole?"

ME (superiorly): "Precisely what I am doing, you dwarf apple. While you have been thinking up wise cracks to pull on your friends, I have been preparing a circular telling all about our evergreens—and this circular is now ready for distribution to the trade. It lists and pictures all the standard varieties, gives sizes available and prices."

Perk is right when he says there's no finer assortment of evergreens in the country. The care we have put into propagating and growing this stock makes it one of the best buys you can make at the prices we are asking.

Better get this circular and our general catalog, too.

Yours for the best in lining out stock,

JACK

**Jackson & Perkins Company**  
Wholesale Only  
Newark, New York.

## Plant New England Grown Conifers

We direct your attention to the following partial list of well grown, properly dug plants, which we are now offering for Spring shipment. Prices include balling and burlapping.

|  | Each | Per 10  | Per 100  |
|--|------|---------|----------|
| <i>Retinospora plumosa</i> , 12-15" . . . . .                                  | .85  | \$ 7.50 | \$ 60.00 |
| 15-18 in. . . . .  | 1.10 | 10.00   | 80.00    |
| 1 1/2-2 ft. . . . .  | 1.35 | 12.50   | 100.00   |
| 2-2 1/2 ft. . . . .  | 1.85 |         |          |
| <i>Retinospora plumosa aurea</i> (Same sizes and prices as <i>R. plumosa</i> ) |      |         |          |
| <i>Thuja occidentalis</i> , 12-15 in. . . . .                                  | .40  | 3.00    | 25.00    |
| 15-18 in. . . . .  | .50  | 4.00    | 35.00    |
| 1 1/2-2 ft. . . . .  | .85  | 7.50    | 40.00    |
| 2-2 1/2 ft. . . . .  | 1.10 | 10.00   | 75.00    |
| 2 1/2-3 ft. . . . .  | 1.35 | 12.50   | 100.00   |
| 3-3 1/2 ft. . . . .  | 1.85 | 17.50   | 150.00   |
| 3 1/2-4 ft. . . . .  | 2.35 | 23.50   | 200.00   |
| <i>Thuja occ. Rosenthalli</i> , 12-15" . . . . .                               | 1.10 | 10.00   | 80.00    |
| 15-18 in. . . . .  | 1.35 | 12.50   | 100.00   |
| 1 1/2-2 ft. . . . .  | 1.60 | 15.00   | 125.00   |
| 2-2 1/2 ft. . . . .  | 2.10 | 20.00   | 175.00   |
| 2 1/2-3 ft. . . . .  | 2.60 | 25.00   | 225.00   |
| 3-3 1/2 ft. . . . .  | 3.60 | 35.00   |          |
| <i>Thuja occ. globosa</i> , 12-15" . . . . .                                   | .90  | 8.00    | 75.00    |
| 15-18 in. . . . .  | 1.35 | 12.50   | 100.00   |
| 1 1/2-2 ft. . . . .  | 1.60 | 15.00   | 125.00   |
| <i>Thuja occ. Verveanaeana</i> , 12-15" . . . . .                              | 1.00 | 9.00    | 75.00    |
| 15-18 in. . . . .  | 1.10 | 10.00   | 80.00    |
| 1 1/2-2 ft. . . . .  | 1.60 | 15.00   | 125.00   |
| 2-2 1/2 ft. . . . .  | 1.85 | 17.50   | 150.00   |
| <i>Thuja Wareana</i> , 12-15 in. . . . .                                       | .85  | 7.50    | 60.00    |
| 15-18 in. . . . .  | .90  | 8.00    | 75.00    |
| 1 1/2-2 ft. . . . .  | 1.35 | 12.50   | 100.00   |
| <i>Thuja Wareana lutescens</i> , 12-15" . . . . .                              | .90  | 8.00    |          |
| 15-18 in. . . . .  | 1.10 | 10.00   |          |
| 1 1/2-2 ft. . . . .  | 1.60 | 15.00   |          |
| 2-2 1/2 ft. . . . .  | 2.10 | 20.00   |          |
| <i>Tsuga canadensis</i> , 12-15 in. . . . .                                    | 1.00 | 9.00    | 75.00    |
| 15-18 in. . . . .  | 1.35 | 12.50   | 100.00   |
| 1 1/2-2 ft. . . . .  | 1.60 | 15.00   | 125.00   |
| 2-2 1/2 ft. . . . .  | 2.10 | 20.00   | 175.00   |
| 2 1/2-3 ft. . . . .  | 2.35 | 22.50   | 200.00   |

Write for quotations on quantities, sizes or species not listed here.

The Barnes Bros. Nursery Co., Box 4, Yalesville, Conn.

*The Original*  
**BARNES BROS. NURSERY**  
*Established 1890*

## SCARFF'S Nursery

Headquarters for  
Small Fruit Plants  
And Lining Out Stock

Strawberries  
Raspberries  
Dewberries  
Blackberries  
Elderberries  
Currants  
Gooseberries  
Grape Vines  
Horseradish  
Asparagus  
Rhubarb

Hardwood Cuttings  
Iris  
Spirea in variety  
Privet  
Hydrangea P. G.  
Mallow Marvel  
Barberry Seedling  
Peonies  
Honeysuckle  
Euonymus Radicans  
Philadelphus Grand

Our list quotes lowest prices  
**W. N. SCARFF'S SONS**  
NEW CARLISLE, OHIO

### SAMPLES and PRICES

of Peach Trees and Grape Vines for you now. They speak for themselves. Carload or less.

BORLING A2, MADISON, O.

### PRIVET and BERBERIS Splendid Stock

Write for Special Quotations.

LESTER C. LOVETT

Milford

Delaware



## Shade Trees

A view illustrating the type of shade trees we grow and the quantity in which produced.

There are 18,000 Oriental Planes in this block.

Also good assortment of other Shade Trees, Shrubs and Evergreens.

## PRINCETON NURSERIES

WM. FLEMER'S SONS, INC.

Princeton

New Jersey

AMERICAN NURSERYMAN should be regularly on your desk. A business aid. Bristling with exclusive trade news. Absolutely independent. NOT OWNED BY NURSERYMEN.

IT COSTS LESS THAN 21 CENTS A MONTH TO KEEP IN TOUCH WITH THE TRADE THROUGH A REAL NURSERY TRADE JOURNAL.

### Advertisements are Inserted Twice a Month in American Nurseryman for Single Rate

Three Ways To Advertise In The

**American Nurseryman**

PUBLISHED SEMI-MONTHLY, ON 1st AND 15th

58 Cents per Inch per Week Under Yearly Term

TWICE A MONTH INSERTION FOR THE SINGLE RATE

1- General or Special Purpose - - - Any Size

2- American Propagators Directory-2-in. blocks

3- Business Card Announcement - 1-in. blocks

Rate: \$2.80 Inch per month; under yearly term, \$2.50

# Nothing Will Take Place Of Individual Effort

But Campaign Will Greatly Aid Says Director Cary of Educational Bureau

(Continued from Page 64)

Regardless of whether you serve the purchaser through catalogue, salesmen or over the counter, if you serve him you need no other justification for your existence. Your form of selling will never give way to any of the other forms unless the new form shall perform the service better.

The wholesaler should seek every means of helping the retailer to sell, in order that he may want more of the wholesaler's stock.

The retailer, in touch with the pulse of the ultimate consumer, should put his methods in time with the consumer's needs and desires. If he be catalogue man, he needs to add a more human personal touch to the printed page. If he be agency man, his sales force must be up and coming if they are to produce results. Remember, your representatives are you projected into the presence of the purchaser. Do they represent you as you want them to? Would you buy from them if you were the customer?

We must unite to create new business instead of swapping business. If we are going to admit defeat, if we are going to take the stand that there is no room or justification for expansion in our industry, we might just as well fold up our tents right now and go fishing.

Every business era is marked by certain outstanding trends or features. The present American tempo demands speed, service, color, and style. In all of these, our products and service can play an important part.

Don't rest on your oars with the assumption or belief that the National Campaign, no matter how generously you may support it, will or ever can take the place of your individual efforts. The campaign will aid immeasurably in telling more people more about our products. It can be of great help in breaking down sales resistance, in paving the way for your entree into the picture. It will go so far as to supply some of the oil and gasoline required to keep your business running more smoothly. But it is up to you to check up on the engine and the driver, to replace broken parts and to see that the car is properly loaded with good products and services.

I want to assure you that your interests are being carefully fostered and guarded at campaign headquarters, that your splendid cooperation to date with my office is deeply appreciated, and that we, at headquarters, stand ready and waiting to receive your further cooperation as we move on through the next four years of work together. (Applause).

## It paid Chas. Kimball to learn to be a LANDSCAPE ARCHITECT



Read His Letter.

Gentlemen:

I am flooded with work and have raised my general rate to \$25 a day. I have three large rock gardens to build, and will charge \$35 a day for this work. Sold one client \$1640.00 in plants. Thursday night will close contracts for close to \$12,000. So you can see I am getting on. Very truly yours, (Signed) Chas. L. Kimball

### WHAT HE HAS DONE YOU CAN DO!

Chas. Kimball learned to be a Landscape Architect at home—by mail. Our easy, quickly mastered course has enabled many to find success in this dignified, pleasant, uncrowded profession.

### REMARKABLE OPPORTUNITIES

—await you. Experts earn \$5,000 to \$10,000 a year. Earnings are possible after first few lessons. Some students have more than paid for their courses while studying. The course is especially easy and remunerative for men who have had Nursery experience.

Write for Details

AMERICAN LANDSCAPE SCHOOL Combined with National School of Landscape Design

10 Plymouth Bldg. Des Moines, Ia.

To Suppress Corn Borer—With an increase in corn borer infestation in western New York over the 1927 season, farmers in general and growers of sweet corn in particular are disturbed over the prospects for 1929. To meet the needs of corn growers so far as circumstances permit, a brief report on investigations being conducted by G. E. R. Harvey near Fredonia under the direction of the entomologist at the Geneva Experiment Station is now available for free distribution to those interested in combating this pest.

Milton Nursery Co., Milton, Ore., sends to members of the trade a gilt paper cutter for desk use in recognition of the company's golden business anniversary—50 years of service.

## PLATE BOOKS

Nursery Salesmen send to us for new catalog with offers of landscape plate books, shrub, perennial and evergreen compact folders. Such fine outfits positively increase sales. We make everything that is needed by the salesman.

Write for catalog.

B. F. CONIGISKY

211 Hamilton St. PEORIA, ILL.

## CONTONEASTER FOR ROCKERIES AND EMBANKMENTS

|   | 100     | 1000     |
|---|---------|----------|
| Dammeri (humifusa), 2-4 inch, 2 inch pots.....                | \$10.00 | \$ 90.00 |
| Prostrate Shrub, 4-6 inch.....                                | 12.50   | 120.00   |
| Trailing Branches, 6-8 inch.....                              | 15.00   | 140.00   |
| Red Berries, 8-10 inch, 2 1/2 inch pots.....                  | 20.00   | 190.00   |
| Adpressa prostrate shrub with creeping branches, red berries: |         |          |
| 2-4 inch, 2 inch pots.....                                    | 15.00   | 140.00   |
| 2-4 inch, 2 inch pots.....                                    | 20.00   | 190.00   |

Write for complete list of Lining Out Stock

R. F. D. No. 5

THEO. ALBERT,

Chehalis, Wash.

A. A. N. Officers in Chicago—The executive committee of the American Association of Nurserymen was in session daily during the first four days of the Illinois convention discussing and settling upon various national organization topics, chief of which was the National Publicity Campaign, particulars of which were outlined by Manager E. G. Naeckel and Director E. C. Cary of the Educational Bureau.

Vice-President A. M. Augustine was the principal A. A. N. officer in the Illinois association's sessions, though President William Flemer, Jr., made brief remarks when called upon to supplement the addresses of campaign representatives. Mr. Augustine's vice-presidency in the national organization and the present plans for a World's Fair in Chicago in 1933 recall the fact that in 1893, the date of the last Chicago World's Fair, Mr. Augustine's father, Henry Augustine, was president of the American Association of Nurserymen which in that year held its annual convention in Chicago. It was in that year that the editor of the American Nurseryman established the first Nursery Trade Journal in America, thus earning the title of Dean of Nursery Trade Journalists.

Kelsey City Nurseries office has been opened at Hibiscus and Royal Palm Way, West Palm Beach, Fla., for the winter season, President S. J. Blakely in charge.

## TO THE TRADE:

Our books show a HEAVIER SURPLUS of the following STRICTLY FIRST CLASS stock than we like to have at this time of the year. Everything is in storage. Shipment can be made at your option. We will be glad to quote SPECIAL RATES on a quantity basis.

PLUMS: 11/16" NICE STOCK

Abundance Burbank Wickson

MAPLE, Silver, 6/8', 8/10', 10/12'

DEUTZIA, Pride of Rochester, up to 3/4'

SPIREA, A. Waterer, up to 24/30"

SPIREA, Thunbergi, up to 24/30"

SPIREA, VANHOUTTE, 1 & 2 yr.

Will make a right price on the one yr.

SYRINGA, Rothamagensis, 2/3 & 3/4'

SYRINGA, Chas. X., Marie LeGraye and

Souv. de L. Spaeth in 12/18 & 18/24"

WEIGELA, Eva Rathke, up to 24/30".

Will make a special on these.

BERBERRY THUNBERGI. All grades.

We have a bargain in a 2 yr. Trans-

plant that will grade 8/12". A good

retail agency leader.

LIGUSTRUM OVALIFOLIUM

These are well grown and we will make

a special rate on lots of 5000 and up.

PAEONIAS,

Colors and Named Varieties

PHLOX. Named Varieties

HOLLYHOCKS. Several Colors.

We are the growers of that FA-

MOUS CONNECTICUT VALLEY

L.O.S. A few sorts listed on page 65.

C. E. WILSON & CO., Inc.

MANCHESTER, CONN.

## THIS SPACE

\$2.50 Per Month Under Yearly Term Contract

58 Cents Per Week

Less Than Yearly: \$2.80 Per Month

When writing to advertisers just mention American Nurseryman.



## SHADE TREES FOR QUICK SALE IN CAR LOTS OR LESS

First Class Stock at the Right Price

January 5, 1929

|                                  | Per 10 | Per 100 |
|----------------------------------|--------|---------|
| Catalpa Bungei, 3-4 ft. stems    | 5.00   | 45.00   |
| " " 4-5 ft. "                    | 6.50   | 60.00   |
| " " 5-6 ft. "                    | 8.00   | 75.00   |
| Norway Maple, 5-6 ft. Whips      | 5.00   | 45.00   |
| " " 7-8 ft. Branched             | 14.00  | 125.00  |
| " " 8-10 ft. "                   | 20.00  | 175.00  |
| Silver Maple, 6-8 ft. Branched   | 3.00   | 25.00   |
| " " 8-10 ft. "                   | 4.00   | 35.00   |
| " " 10-12 ft. "                  | 5.50   | 45.00   |
| Lombardy Poplar, 6-8 ft.         | 2.50   | 15.00   |
| " " 8-10 ft.                     | 3.00   | 25.00   |
| " " 10-12 ft.                    | 4.00   | 35.00   |
| Carolina Poplar—Same as Lombardy |        |         |
| Weeping Willow, 6-8 ft.          | 4.50   | 40.00   |
| " " 8-10 ft.                     | 6.00   | 55.00   |
| American Elm, 6-8 ft.            | 7.00   | 60.00   |

### TREE SEEDLINGS

|                             | Per 100 | Per 1000 |
|-----------------------------|---------|----------|
| Silver Maple, 6-12 in.      | .65     | 5.00     |
| " " 12-18 in.               | .80     | 6.00     |
| " " 18-24 in.               | 1.00    | 8.00     |
| Catalpa Speciosa, 18-24 in. | .75     | 6.00     |
| " " 2-3 ft.                 | 1.00    | 8.00     |

Usual Terms. Packing at Cost. Packing Free For Cash With Order

Send us Four Complete Want and Surplus List

**TITUS NURSERY COMPANY**  
Waynesboro, Virginia


## CATALOGS

Are you satisfied with your present catalog? We are producers of some of the most successful catalogs in the country. Write and get our ideas before placing your order for your 1929 catalog. Glad to send you samples without obligation.

**The L. W. Ramsey Company**  
Advertising for Nurserymen  
430 Union Bank Bldg. Davenport, Iowa

### (North Alabama-Grown) LINING OUT STOCK

For the Wholesale Trade Only

We have 100,000 Soft or Silver Maple Seedlings 12/18" and 100,000 Soft or Silver Maple Seedlings 18/24".

We have 20,000 Chinese Poplar 2/3' Fine, 20,000 Lombardy Poplar 2/3' Fine, 10,000 Carolina Poplar 2/3', and lots of other good stock.

It will pay you to get our special quotations.

**THE PARK NURSERY CO.**  
Plevna, Alabama.

### "Everything Worth Planting"

Write for our 1928 Short Guide &amp; Price List

**KELSEY NURSERY SERVICE**  
50 Church Street New York City  
Established 1878

### "We Ship 'Em Quick"

HARDY SHRUBS, ROSES, PRIVETS, FRUIT TREES, GRAPE VINES and SHADE TREES. CUT LEAF WEEPING BIRCH, A SPECIALTY.

**Champion Nurseries**  
PERRY, OHIO

### Flowers, Fruit and Evergreen Trees

We have an overstock on some items, can you use them? We will be short on many other items. What have you to offer?

**UNITED STATES NURSERIES**  
Linwood Station Detroit, Mich.

# Don't Buy Until

You Have Seen Our New  
**WHOLESALE PRICE LIST WITH**

**Complete Assortments of**

Broad-Leaved and Coniferous Evergreens, Deciduous Shrubs, Shade and Ornamental Trees, Roses, Vines and Creepers. Young Transplanting Stock.

—X—X—X—

Send Your List at Once—or  
write for our new prices.

—X—X—X—

All Inquiries Receive Very  
Prompt Attention

**Fraser Nurseries**  
INCORPORATED  
Birmingham, Ala.



## ROSES Field Grown Winter Harvested

Our No. 1½ (Medium) Grade very attractive at the price.

Write for List showing 3 Grades.

**HOWARD ROSE CO.**  
Hemet, California

## HEAVY, TRANSPLANTED Surplus Nursery Stock

|   | Per 100 |
|---|---------|
| 1000 Spirea Thunbergi, 3-4 ft.          | \$35.00 |
| 750 Redtwig Dogwood, 5-6 ft.            | 35.00   |
| 2000 Regal's Privet (True), 3 ft.       | 25.00   |
| 4500 Wh. Tartarian Honeysuckle, 8-6 ft. | 25.00   |
| 500 Indian Current, 3-4 ft.             | 20.00   |
| 500 American Plum, 6-6 ft., bushy       | 50.00   |

All of the above stock will produce an immediate landscape effect.

Truck and Carlot Orders Packed Free  
Packing otherwise, charged at cost.

### Westcroft Gardens

GROSSE ILE, WAYNE CO., MICH.  
Ask for list of Perennial and Rock Plants



## American Bulb Company

Importers and Growers of

Dutch Bulbs, Cannas, Tuberoses, Gladioli, Hardy Lilies, Manetti, Lily of Valley, Sphagnum Moss.

Send For Free Catalogue.  
6 Murray St., 182 N. Wabash Ave.,  
New York City Chicago, Ill.

### SPECIALTIES—Small Fruit Plants

Grape Vines, Currant, Gooseberry, Red and Black Raspberry suckers and Trans. Strawberry, Rhubarb, Asparagus.

**L. J. Rambo's Wholesale Nursery**  
Bridgman, Michigan

## Bolling Farms Nurseries Growers

ORNAMENTAL SHRUBS,  
BROAD LEAVED EVERGREENS,  
PRIVET, VINES, POPLARS,  
ARBORVITAE

And other conifers.

Catalog and list of our offerings will be sent upon request.

Bolling, Alabama, Dept. B

## TREE SEEDS

Send for catalog listing Tree, Shrub, Perennial and Evergreen Seed. Collected from all parts of the world.

**CONYERS B. FLEU, JR.**

6636 Ross St., Germantown, Philadelphia

## NURSERY TOOLS

Leonard Full-strapped Spades  
Lead in Every Nursery Section.

Write for 64-page Wholesale Catalog  
illustrating over 300 Hand Tools.

**A. M. LEONARD & SON**

PIQUA, OHIO

## Pin Oak Seedlings

Plant Pin Oak Seedlings now, and be ready for the demand for larger trees, which is sure to come.

Let me quote you prices on seedlings.

**ARTHUR L. NORTON**  
NURSERYMAN CLARKSVILLE, MO.

**DAHLIA BULBS** You can make money selling bulbs to your customers or growing them for yourself. We grow twenty acres of dahlias for the florist trade and can furnish millions of bulbs at a reasonable price. Write today for wholesale list.

PAYNE FARMS, Dept. A.N., Shawnee, Kan.

### NORTHERN RETAIL NURSERYMEN'S ASSN.

C. H. Andrews, Secretary

Officers elected by the Northern Retail Nurserymen's Association at its convention in Minneapolis last month are:

President, W. G. McKay, Madison, Wis.; vice-president, E. M. Sherman, Charles City, Ia.; secretary, C. H. Andrews, Fairbault, Minn. Executive committee: The officers and John Hawkins, Minneapolis; B. J. Loss, Lake City, Minn.; C. A. Carman, Hankinson, N. D.

Chairman E. C. Hilborn, of the Market Development Committee of the A. A. N. talked on prospects under the National Publicity Campaign movement, in his address on "Prices and Profits." The recommendations of the committee on simplified variety list, presented by Chairman John K. Andrews, were adopted. The program as published [A. N. 1-15-29, p. 30] was presented.

### CONNECTICUT NURSERYMEN'S ASSN.

A. E. St. John, Manchester, Secy.

Connecticut Nurserymen's 22nd winter convention was held at Hotel Bond, Hartford, Conn., Jan. 16. The outstanding feature was the address by President A. Cumming, Jr., which appears in this issue. Annual reports were made by Secretary-Treasurer A. E. St. John and by the executive, legislation, entertainment, publicity and membership and forest and state park commission committees. The program scheduled addresses by State Entomologist W. E. Britton on quarantine matters; State Botanist G. B. Clinton on the new willow disease and Station Forester W. O. Filley on blister rust. The officers were re-elected.

A Nursery named El Florero (Flower Pot) has been established with buildings in Spanish style, in Modesto, Cal., by Smith Nurseries, Inc.

### To the Trade Only

We offer our customary extensive line of Fruit, Nut and Shade Trees, Flowering Shrubs, Choice Conifers, Broad Leaved Evergreens, Superior Portland Grown Roses, Fruit and Shade Tree Seedlings, and Rooted Manetti Stocks.

#### FRANQUETTE WALNUTS

This is the variety almost exclusively grown in the Pacific Northwest. It starts extremely late, thus escaping spring frosts. The nuts are large and bring top prices in the market.

Franquettes are usually grafted on California Black stocks, but we have this year again grafted a few thousand on the Eastern or American Black Walnut, which is harder in cold sections, purposely for our Eastern trade.

**Portland Wholesale  
Nursery Company**  
East Washington at Sixth Street  
PORTLAND OREGON

## PROTECT YOUR SHIPMENTS

of shrubs, plants, bulbs, trees, etc., with the most satisfactory and economical packing material known for the purpose - - - -

*Wisconsin Sphagnum Moss*

### IT PAYS TO PACK

all your valuable stock with sphagnum moss to save losses. Use it for your mail and express shipments, also to save shipping costs, and it pays to put a layer of moss next to the roots of such heavy shipments as you intend to pack in straw or excelsior.

Get Information and Prices

WIS. SPHAGNUM MOSS SALES CO., WISCONSIN RAPIDS, WIS.



**WILL ABSORB AND HOLD TEN  
TIMES ITS WEIGHT OF WATER  
—EASILY!—**

## WANTED, FOR SALE

### Wholesale Nursery Business and Orchard For Sale

This nursery is situated sixty-five miles east of Chicago, Ill., in one of the most progressive little towns of the country. Good new building modern in every way. All property free from incumbrances. Seventy acres of land, rich sandy loam adapted for fruit growing and nursery stock.

Reason for selling: Owner past sixty-seven years of age, wishes to retire after thirty-seven years of successful fruit growing and wholesale nursery business on this place.

This is a great opportunity for a man of ability to continue a good paying business already established, and expand it if he desires. Transfer can be arranged now, to take possession June 1st next, at end of fiscal year. It will take fifteen thousand dollars cash to swing this deal, or proper backing.

Address B-110, care American Nurseryman, Rochester, N. Y.

### LANDSCAPE MAN

to manage branch of established landscape and big tree moving business near New York City. We want a \$10,000 a year man, under 40 years of age, with good knowledge of most branches of landscape engineering, combined with exceptional sales and executive ability. To such a man an exceptional opportunity is offered. We will treat him as a partner, giving a substantial drawing account, and will furnish office, stock, equipment and capital. Interview given by appointment only.

P. B. PRAY  
47 West 34th Street, New York  
Telephone Wisconsin 3290

**TWO MEN WANTED** One to take charge of packing department and other nursery work throughout the year, and another to propagate. Give full particulars in first letter, stating experience, age, etc.

GURNEY SEED AND NURSERY CO.  
Yankton, South Dakota

**WANTED:** Capable man who knows hardy plants, including evergreens, shrubs and perennials, to take charge of store dealing in plants, garden furniture and horticultural supplies of all kinds. A splendid opening for one who can qualify. Write giving details of education and experience.

LITTLE TREE FARMS  
Framingham Center, Massachusetts

### Largest and Best Supply of GRAPE VINES CURRANTS GOOSEBERRIES

in all old and new varieties and grown in the famous Chautauqua-Erie Grape Belt.

Sixty years' experience in growing and furnishing strong, fibrous roots of well-known HUBBARD COMPANY grade.

Prompt shipment.

Attractive prices made on quantity lots.

**T. S. Hubbard Co.**  
FREDONIA, N. Y.

## MISCELLANEOUS

### FOR SALE

#### STOCK FOR SALE ORNAMENTALS

Norway Maple, 8'-10'; Norway Maple Seedlings 12"-17" and 18"-22". Frank G. Long, New Carlisle, Ohio.

#### PEONIES

Fifty acres of leading varieties of peonies. Visit us in May. Phil Lutz Peony Farms, Boonville, Ind.

### WANTED

#### HELP WANTED

#### NURSERY SALES MANAGER

Nursery sales manager for large nursery near New York; to promote retail sales, take care of high class trade calling at nursery. Generous salary to right man with clean record. Write 409 N. 286 Fifth Avenue, New York City.

Position wanted as production manager or superintendent. Position must be of a permanent nature with a live concern and where a life time experience will be taken into consideration. Can propagate and grow almost everything grown out of doors and can handle men to the best advantage. Can furnish best of references. Am connected at present with one of the leading nurseries of the country, but because of climatic conditions am desirous of making a change. Address B-111, American Nurseryman, Rochester, N. Y.

**ADVERTISING RATES:** \$2.50 per column-wide inch. A one-inch advertisement the year around for 58 cents per week which includes two insertions per month. Every advertisement is inserted twice a month for the single rate.



**"ALWAYS TRY***Here is the place to get  
your Nursery Stock***KELSEY FIRST"***500 Acres devoted to grow-  
ing quality Nursery stock***Fruit Trees****Shade Trees****Shrubs****Small Fruits****Seedlings****Vines****Roses****Perennials**

Off the press and ready for distribution is our new Spring Trade List, which contains a complete assortment of nursery stock embracing a broad variety which enables you to order everything you will need and have it come forward in one shipment.

We specialize in carload shipments and would suggest that you send us a list of your requirements. We will give you our lowest quotations which are often lower than quoted in our price list. Why not get our quotations now and let us book you for a car to be shipped in the Spring?

If you have not received our new Trade List advise us and a copy will be sent by return mail.

**THE KELSEY NURSERIES****ST. JOSEPH,****MISSOURI**

In writing for Wholesale Trade List use Letter  
Head or Business Card for Identification.

**Vincennes Nurseries****W. C. REED & SON****VINCENNES, IND.****Announcements****For Spring 1929**

**CHERRY**—One year, in car lots or less  
Both Sweets and Sours

**CHERRY**—2 year—all grades  
Limited amount of both Sweets and Sours

**PEAR and PLUM**—XX & 11/16 leading varieties

**TURLEY APPLE Trees**—One year Buds, 4 to 6 ft.

**Wayside Gardens**

**HARDY PERENNIAL PLANTS  
EXCLUSIVELY**

*Write for Trade List.*

**THE WAYSIDE GARDENS COMPANY**  
**MENTOR, OHIO**

**PEAT MOSS**  
*The Big Bale!*  
19-20 Bushels Granulated Peat Moss  
**ATKINS & DURBROW, Inc.** Always Specify  
29-A Burling Slip, New York, N. Y.

**THE  
MONROE  
NURSERY**  
ESTABLISHED 1947

**PEONIES****Red — White — Pink**

Priced right for quantities.  
Also box lots in assorted colors.

**I. E. ILGENFRITZ' SONS CO.**  
**Monroe, Michigan**

Manufacturers of Ilgenfritz Planting Machines and Digging Plows

**"THE AMERICAN LINE"****AMERICAN FRUITS PUB'G. CO**

**AMERICAN NURSERYMAN  
AMERICAN NUT JOURNAL**

Leading Publications in Their Fields  
P. O. Box 124, ROCHESTER, N. Y., 39 State St.

**24 Issues for \$30****A Whole Year's Advertising****Less Than 58c Per Inch Per Week**

¶ Is your business able to maintain a display sign the year around before the entire Nursery Trade? You can do it for above rate, commencing now, in

**AMERICAN NURSERYMAN****Published Semi-monthly, on 1st and 15th**

Two insertions for the single rate.  
Twice a month publicity.

**THIS SPACE**

**\$2.50 Per Month** Under Yearly Term  
Contract

**58 Cents Per Week****Less Than Yearly: \$2.80 Per Month**



In the Hill Nursery there are six-hundred acres devoted exclusively to the production of quality Evergreens. In this field are 25,000 Woodward Arborvitae

# HILL'S EVERGREENS

Hill's Trade List for Spring 1929 covers a wide variety of choice Evergreens for Nursery planting. Here are a few of the best selling sorts. Hill's Evergreens are the most economical trees you can buy measured in results and satisfaction.

## LINING-OUT STOCK

|   | Each<br>100 | Each<br>1000 |   | Each<br>100 | Each<br>1000 |   | Each<br>100 | Each<br>1000 |
|---|-------------|--------------|---|-------------|--------------|---|-------------|--------------|
| <i>Abies balsamea</i>                   |             |              | <i>Juniperus scopulorum</i>               |             |              | <i>Pinus strobus</i>                      |             |              |
| x 6-8 inches                            | .08½        | .07½         | o 6-8 inches                              | .08         | .07          | x 8-10 inches                             | .06         | .05          |
| <i>Abies concolor</i>                   |             |              | <i>Juniperus canari</i>                   |             |              | <i>Pinus sylvestris</i>                   |             |              |
| x 6-8 inches                            | .30         | .27½         | Grafts, 1 yr.                             | .45         | .40          | x 6-8 inches                              | .03         | .01½         |
| <i>Abies veitchii</i>                   |             |              | <i>Juniperus virginiana elegantissima</i> |             |              | x 8-10 inches                             | .06         | .05          |
| xx 6-8 inches                           | .10         | .09          | Grafts, 1 yr.                             | .75         | .65          | <i>Pseudotsuga douglasii</i>              |             |              |
| <i>Cedrus deodara</i>                   |             |              | <i>Juniperus virginiana glauca</i>        |             |              | xx 8-10 inches                            | .15         | .14          |
| o 4-6 inches                            | .06         | .05          | Grafts, 1 yr.                             | .45         | .40          | xx 10-12 inches                           | .20         | .19          |
| <i>Juniperus chinensis</i>              |             |              | <i>Juniperus virginiana kosteri</i>       |             |              | <i>Thuja occidentalis</i>                 |             |              |
| o 6-8 inches                            | .08½        | .07½         | xx 8-10 inches                            | .30         | .27½         | x 10-12 inches                            | .07½        | .06½         |
| <i>Juniperus chinensis pfitzeriana</i>  |             |              | <i>Juniperus virginiana schottii</i>      |             |              | xx 12-18 inches                           | .20         | .19          |
| x 4-6 inches                            | .14         | .13          | Grafts, 1 yr.                             | .45         | .40          | <i>Thuja occidentalis douglasii aurea</i> |             |              |
| xx 8-10 inches                          | .25         | .24          | <i>Pachysandra terminalis</i>             |             |              | xx 8-10 inches                            | .15         | .14          |
| <i>Juniperus chinensis pyra. blue</i>   |             |              | x 4-6 inches                              | .06         | .04½         | <i>Thuja occidentalis globosa</i>         |             |              |
| Grafts, 1 yr.                           | .65         | .60          | <i>Picea canadensis</i>                   |             |              | xx 8-10 inches                            | .12         | .11          |
| <i>Juniperus chinensis pyra. green</i>  |             |              | o 6-8 inches                              | .04½        | .03½         | <i>Thuja occidentalis hoveyi</i>          |             |              |
| Grafts, 1 yr.                           | .50         | .45          | x 8-10 inches                             | .07         | .06          | xx 8-10 inches                            | .12         | .11          |
| <i>Juniperus chi. sargentii green</i>   |             |              | xx 12-18 inches                           | .25         | .24          | <i>Thuja occidentalis pyramidalis</i>     |             |              |
| Grafts, 1 yr.                           | .50         | .45          | <i>Picea canadensis albertiana</i>        |             |              | xx 10-12 inches                           | .15         | .14          |
| <i>Juniperus communis depressa</i>      |             |              | x 6-8 inches                              | .10         | .09          | <i>Thuja occidentalis wareana</i>         |             |              |
| o 6-8 inches                            | .05         | .04          | <i>Picea excelsa</i>                      |             |              | xx 8-10 inches                            | .15         | .14          |
| xx 10-12 inches                         | .35         | .30          | o 6-8 inches                              | .03         | .01½         | <i>Thuja occidentalis woodwardii</i>      |             |              |
| <i>Juniperus communis hibernica</i>     |             |              | x 8-10 inches                             | .09½        | .08½         | xx 8-10 inches                            | .15         | .14          |
| x 8-10 inches                           | .11         | .10          | xx 10-12 inches                           | .13½        | .12½         | <i>Tsuga canadensis</i>                   |             |              |
| <i>Juniperus excelsa stricta</i>        |             |              | <i>Picea pungens</i>                      |             |              | xx 6-8 inches                             | .16½        | .15          |
| xx 6-8 inches                           | .20         | .19          | o 4-6 inches                              | .04½        | .03½         | xx 10-12 inches                           | .40         | .37½         |
| <i>Juniperus horizontalis douglasii</i> |             |              | x 8-10 inches                             | .13         | .12          | <i>Thuja orientalis aurea nana</i>        |             |              |
| xx 6-8 inches                           | .20         | .17½         | <i>Pinus mughus</i>                       |             |              | x 6-8 inches                              | .15         | .14          |
| <i>Juniperus japonica</i>               |             |              | xx 6-8 inches                             | .14         | .13          | <i>Thuja orientalis compacta</i>          |             |              |
| Grafts, 1 yr.                           | .60         | .50          | xx 8-10 inches                            | .37½        | .32½         | x 6-8 inches                              | .15         | .14          |
| <i>Juniperus sabina</i>                 |             |              | <i>Pinus nigra</i>                        |             |              | <i>Thuja orientalis pyramidalis</i>       |             |              |
| xx 10-12 inches                         | .40         | .37½         | x 8-10 inches                             | .07         | .06          | x 6-8 inches                              | .15         | .14          |
|   |             |              | xx 10-12 inches                           | .25         | .24          |   |             |              |

o Indicates never transplanted, suitable for bedding out. Each x indicates one transplanting. Fifty of same variety and size at 100-rate, 500 at 1000-rate.

Trade List mailed on request to recognized Nurserymen. If you do not have our descriptive catalog send for a copy. It contains over forty pictures showing the trees in natural colors. Booklet entitled "Conifer Comments" containing seventy pages of practical pointers on Evergreen growing sent on receipt of 10 cents in stamps.

## D. HILL NURSERY Co.

EVERGREEN SPECIALISTS - LARGEST GROWERS IN AMERICA

BOX 402

DUNDEE ILL.



